BREWING MACHINERY EXPOSITION OPENED

(*Concluded from Page 1, Column 4*)

off their high heels on the rails. Hence a stone step at the base of the bar has taken the place of the brass rail.

The following manufacturers have exhibits of retail beer-cooling equipment at the exposition:

Bishop & Babcock Sales Co., Brunswick-Balke-Collender Co., Frigidaire Corp., Julius Korn Co., Liquid Carbonic Corp., Mojonnier Bros. Co., Seeger Refrigerator Co., and Specialty Brass Co.

Two New Draft Coolers

Most of the new developments in draft beer cooling and dispensing which are being exhibited by these companies have been described in previous issues of ELECTRIC REFRIGERATION NEWS. However, two new developments in this line, just introduced, are on display.

Specialty Brass Co. of Kenosha, Wis., is exhibiting a new type of electrically refrigerated beer cooler. Chief feature of the device is the construction of the compartment through which the beer flows, the conventional coil being replaced by a hollow cylinder, with exterior molded in a design similar to that of a spiral thread screw. A housing fits over the cylinder, so that the beer flows through the ridges which are formed by the cylinder's construction.

Direct expansion coils are wound around the housing thus cooling the beer instantaneously as it travels its spiral course between the inner cylinder and the outer housing.

By means of a cold control switch on the front panel, the unit can be set to cool the beer to any temperature desired. The Specialty unit has a capacity of 15 gal. per hour when operating with a ¼-hp. compressor.

Self-Contained Cooler

Mojonnier Bros. Co. is exhibiting a self-contained draft beer cooler with an innovation in the form of a protective screen around the beer coils which allows bottles to be cooled in the sweet water bath without endangering the beer coils.

Frigidaire's exhibit includes a cutaway section of a long bar showing Frigidaire cooling for draft beer, bottles, keg, and an ice maker, as well as the compressor. A phantom drawing, lighted in colors, demonstrates the operation of Frigidaire automatic draft beer cooler.

The Seeger display includes representative types of Seeger all-steel beer-cooling equipment, both in individual sections, and in assemblies. Seeger bottle coolers are also included in the display.

Details of the Liquid-Zahm system of drawing beer are demonstrated in the Liquid Carbonic booth, which also includes exhibits of several types of dispensing equipment made by that firm.

Bishop & Babcock Exhibit

Bishop & Babcock have injected a bit of novelty into its display by stretching a long bar assembly across the front of the booth, with the bartender's side of the bar facing outward, to give retailers an idea of how the bar will appear from their point of view.

One of the longest bars at the exposition is on display in the Brunswick-Balke-Collender booth. This bar is backed up by a long backbar, embellished with handsome glassware. The Julius Korn Co. has an exhibit of novelty boxes and draft beer dispensing equipment.

International Nickel Corp.'s exhibit includes a showing of its Monel Metal beer coils for which are claimed the following advantages: 1) greater strength, 2) will not affect beer, 3) not affected by beer.

Refrigerating machinery for the brewery operation was exhibited by Carbondale Machine Co. and Vilter Mfg. Co.

Beer pumps for retail operations were exhibited by the following manufacturers: Binks Mfg. Co., Champion Pneumatic Machinery Co., and Ideal Automatic Beer Pump Co.

Insulation exhibits included those of Armstrong Cork, Cork Import Corp., Mundet Cork Corp., and United Cork Co.

Cutting Joins Staff of Directory & News As Statistician

DETROIT—New staff member of the Business News Publishing Co. is A. J. Cutting of Detroit, who will handle all statistical work for the new REFRIGERATION DIRECTORY and MARKET DATA BOOK now in preparation, and for ELECTRIC REFRIGERATION NEWS.

Mr. Cutting was graduated from the University of Michigan in 1932 with the degree of bachelor of arts, then did research work for a year with the Erwin-Wasey advertising agency in Chicago before joining the Business News Publishing Co.

Revised Retailing Code Released By NRA

(*Concluded from Page 1, Column 3*)

tion 2 of this article and in Schedule A hereafter, below a minimum price which shall be the wholesale delivered price as hereinafter defined with the addition of 10 per cent.

"Wholesale delivered price as used herein means the lowest gross billing price, as of any date within 30 days prior to the date of resale, made to any retailer in the given market area, less only such discounts as are extended to all retailers and plus delivery costs paid by the retailer."

Exceptions to this price-fixing rule are made as follows:

"Notwithstanding provisions of the preceding section, any retailer may sell at less than the prices specified above, merchandise sold at a bona fide clearance, if advertised, marked, and sold as such; highly perishable merchandise, which must be promptly sold in order to forestall loss; imperfect or damaged merchandise advertised, marked, and sold as such, bona fide discontinued lines of merchandise advertised, and sold as such; merchandise sold upon the final liquidation of any business; merchandise sold in quantity on contract, not for resale and not for redistribution to individuals; and merchandise sold or donated for charitable purposes or unemployment relief agencies."

The code sets up a national retail trade council, on which representatives of various trade associations will be placed, and which would be given power to require retailers in any community to present reports proving their compliance with the terms of the code.

An important provision of the code requires that no retailer shall participate or sell any goods which does not bear an NRA label, thus setting up a complete boycott against any manufacturer or producer who does not sign a compliance statement showing his adherence to a code.

KOHLMAN WINS BASEBALL CONTEST STAGED BY G-E

CLEVELAND—Making 130 per cent of quota, Lou Kohlman of R. Cooper, Jr., Inc., Chicago distributor, carried off first prize in the major division of General Electric "baseball" contest, first commercial refrigeration sales contest of national scope to be conducted by the refrigeration department of the General Electric Co.

Participants in the contest, which was carried out in the spirit of the national pastime, were commercial sales managers in the various G-E distributorships. The "players" were divided into four groups ("big shots," "moguls", "ramblers", and "red hots") according to territories of similar size and type. Prizes were awarded to the three leaders in each group, with a special baseball trophy cup for the first prize winners.

Charles G. Blackburn of Caswell, Inc., Michigan distributor, was runner-up to Kohlman in the "Big Shot" group, just barely being nosed out, as he made 129 per cent of quota. L. H. Jenks, Jr., of Rex Cole, Inc., New York City, was third in this division.

William Kearney of Electric Household Appliances, Inc., Dallas, Tex., was the winner in the "Mogul" group, making 150 per cent of quota. L. C. Hindley of Alabama Refrigeration Co., Birmingham, was second and Carl Schurmann of Hoosier Electric Refrigeration Corp., Indianapolis, third.

To D. C. Goff of L. W. Driscoll, Inc., Charlotte, N. C., went the honor of making the highest percentage of quota. Mr. Goff made 220 per cent of quota to take first place in the "Red Hot" group. He was trailed by J. R. Freeman of Perry-Browne, Inc., Columbia, S. C., and S. George Trainor, Modern Home Utilities, Inc., Waterbury, Conn.

Ed Pugsley of the General Electric Supply Corp., Butte, Mont., was the best ball player among the "Ramblers" winning in that division with 159 per cent of quota. George C. Ray of the George Bauder Co., San Diego, Calif., was second and Clark Adams of Clark Adams, Inc., Atlantic City, N. J., third.

BRIGGS ENGINEERS DESIGN SPECIAL FOOD CHAMBER

(*Concluded from Page 1, Column 5*)

ator manufacturers who are licensed to use it.

When installed, the supplementary compartment actually makes the refrigerator a "dual-temperature unit," since the temperature in the front chamber will be several degrees higher than that in the main food compartment where the evaporator is located, according to J. A. Callahan, Briggs' manager of the diversified sales department.

Exterior appearance of the refrigerator is not changed by installation of the supplementary compartment.

RETAIL LEADERS MEET AT BOSTON CONFERENCE

(*Concluded from Page 1, Column 1*)

latter would take care of the profit sheets very satisfactorily.

Another first-session speaker was Herbert J. Tily, president of Strawbridge & Clothier, who told the retailers that the New Deal "won't make bad advertising good, nor weak advertising stronger. But it will give all kinds of advertising an opportunity to show just how strong, or how good, or how weak they actually are."

Speaking at the conference luncheon on Monday, Col. Robert McCormick, publisher of the *Chicago Tribune*, called attention to the tremendous sales power of newspaper advertising, and said of the American newspaper in general:

"It can put the offerings of the producers before the consumers in every way, shape, and color. By skillful and consistent advertising, the individual producer can solve his problem, and the composite producer solve the queer psychology called the depression."

H. S. Person of the Taylor Society, in an address on price-fixing, observed that reorganization of industry will not result from a continued careless and unplanned impairment of the price system.

"Either we must go the whole distance and fix all prices in the public interest, or, before attempting anything so revolutionary as that, we should make efforts to restore flexibility of prices by modifying, or if necessary, outlawing the customs and institutions that have made possible the numerous existing rigidities."

Opening his remarks by saying that distribution costs have risen too greatly, Dr. Mordecai Ezekiel, economic advisor to the Department of Agriculture, told the retailers that prices paid the producer for his products must increase more rapidly than total prices charged the consumer before definite economic recovery can be effected.

Ready for Distribution- - -

New Beer Cooling Equipment Directory and Handbook Packed with Information For Everyone Who Manufactures or Sells Beer or Beer Cooling Equipment

112 Pages - - Paper Cover - - 35 Cents Per Copy

Here are some of the helps you will find in this brand new handbook:

SPECIFICATIONS
Data on 52 makes of draft beer dispensers and 18 makes of bottle beer coolers, including dimensions and capacities of each model, methods of cooling employed, refrigeration requirements, and parts used in the assembled units. Also a description giving a general idea of each make of cooler.

ESTIMATING
Detailed instructions on the estimation and application of electric refrigeration equipment to beer serving and storage, prepared by engineers of Frigidaire Corp. Illustrations, diagrams, and tables accompany these technical data.

COOLING METHODS
General descriptions, with specific examples, of types of beer coolers now in use—draft and bottle coolers, portable bars, and pre-coolers. Details of Temprite, Russ, and Bishop & Babcock beer-cooling units.

BEER LAWS
A readable digest of laws governing the sale of beer today in 36 states.

BREWING
Concise, step-by-step explanations of processes involved in the manufacture of beer, given by brewmasters of the Anheuser-Busch brewery. And in addition, their suggestions as to how to serve beer properly, and how not to serve it.

DIRECTORIES
Alphabetized listings, by products, of manufacturers of draft and bottle beer coolers, beer-cooling units, beer pumps, air pressure gauges, air pressure regulators, beer faucets, beer pipe cleaners, beer taps, carbonic gas regulators, fittings, rubber pipe connections, and commercial refrigeration systems.

ADVANTAGES
A helpful summation of the advantages accruing to users of modern beer-cooling equipment, as compared with the problems and inconveniences of beer serving in pre-prohibition days.

CONTROLS
An illustrated, semi-technical digest of useful thermostatic valve hook-ups for bottle and draft beer coolers, prepared by D. D. Wile of the Detroit Lubricator Co.'s accessories laboratory. Facts on pressure control with modern air pumps and carbonic systems, written by R. H. Guyton, refrigeration engineer of Brunswick-Balke-Collender Co. A clear explanation of Russ Soda Fountain Co.'s new system of foam control.

SERVICE
Hints and recommendations on servicing Temprite instantaneous coolers. A digest of recommendations on the care and cleaning of coils as made by leading brewers, chemical manufacturers, and makers of beer coolers.

Free to subscribers who send cash in advance with new or renewal orders

Business News Publishing Co.

THE NEWSPAPER OF THE INDUSTRY

ELECTRIC REFRIGERATION NEWS

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WESTINGHOUSE LAUNCHES DRIVE FOR RETAILERS

To Make 150,000 Units Next Year, Says Cosgrove

By Elston D. Herron

MANSFIELD, Ohio—Forty-five refrigerator distributors and factory and district office sales executives of the Westinghouse Electric & Mfg Co. sat in a room ablaze with light at the company's plant here last Wednesday, and heard their chief, R. C. Cosgrove, commend them heartily for their work this year, then plunge into his plans for doing "a tremendous job" in 1934.

What Mr. Cosgrove told them about this year's accomplishment brought low whistles to the lips of many in the room, and verified comments of numerous persons in the refrigeration industry that "Westinghouse has been doing things this season."

"By the end of this year, we will have moved between 93,000 and 95,000 units," the refrigeration department head said. Next year, we'll build 150,000 refrigerators, and we're planning all our sales activities with an aim toward selling a minimum of 125,000."

"To do a job like that, we've got to have better distribution—we must have complete coverage in 1934. And it is to get that coverage that we're starting, on Oct. 1, a drive to secure a good dealer in every open trading center and sub-trading center and to improve the efficiency of our present dealers."

Following Mr. Cosgrove's talk, the distributors and field men spent the rest of the day studying the "Complete Coverage Campaign." The two days previous they had spent rehash-

(Concluded on Page 4, Column 1)

ELECTROLUX ENGINEER WINS RESEARCH AWARD

CHICAGO—Dr. William R. Hainsworth of New York, director of research at the Electrolux refrigerator laboratories at Evansville, Ind., was presented Thursday, Sept. 28, with the annual Charles A. Munroe award for "the most outstanding contribution by an individual to the advancement of the gas industry," before delegates to the American Gas Association convention in the Hotel Stevens.

Mr. Munroe, the donor of the award and a resident of Chicago, presented it personally to Dr. Hainsworth.

Dr. Hainsworth conducted the research which brought about development of the new air-cooled type of gas refrigerator.

Past winners of the award are Nils

(Concluded on Page 8, Column 3)

Promoted

A. L. SCAIFE directs new retail division of the G-E specialty appliance department.

* * *

SCAIFE TO HEAD NEW G-E SALES DIVISION

CLEVELAND—M. F. Mahony, who has been with the refrigeration department of General Electric Co. since its organization in 1927, has announced his resignation as manager of the merchandising division to organize his own corporation specializing in sales campaigns and merchandising service.

Coincident with Mr. Mahony's resignation, P. B. Zimmerman, manager of the specialty appliance sales department, announced the discontinuance of the merchandising division and the creation of a retail division which will be headed by A. L. Scaife, who has been with the department for the past five years. In his new capacity Mr. Scaife will have charge of all sales training.

Campaigns and contests, sales convention and field meetings, as well as the activities of the G-E Kitchen Institute, which were all formerly functions of the merchandising division, will become a part of the sales promotion division, under the direction of Walter J. Daily.

Manager Zimmerman also announced that R. C. Cameron, in charge of department store activities, has also been appointed assistant to the manager; and Paul Dow, who has been connected with the merchandising division, has been promoted to Director of the G-E Kitchen Institute.

WASHING MACHINE GROUP FILES NRA CODE

CHICAGO—The American Washing Machine Manufacturers Association has filed a code of fair competition and is waiting the setting of a hearing date.

PROPOSED REFRIGERATION CODE OUTLAWS LONG GUARANTEES

'IDEAS' STRESSED AT DIRECT MAIL MEETING

By George F. Taubeneck

CHICAGO—It doesn't matter so much whether one uses first-class or third-class mail, penny-saver envelopes or elaborate portfolios in color—what counts is the idea and the usefulness of the product one is selling. So ran the theme of a majority of speakers before the Direct Mail Advertisers Association meeting at the Sherman hotel here Sept. 26-30.

Kelvinator, Frigidaire, and Electrolux were among those honored with places in the exhibit of the best direct mail pieces of the year.

In addition to the general sessions, there were conferences on better letters, advertising salesmanship, retail advertising, industrial advertising, and direct selling.

Saturday, Sept. 30, was D.M.A.A. day at A Century of Progress. At the Fair that day the direct mail men met in the Pabst Blue Ribbon Casino for luncheon, and in Manhattan Gardens (specially reserved) of the Oriental Village for dinner.

Ralph Leavenworth, general advertising manager of the Westinghouse Electric & Mfg. Co., outlined the procedure of two Westinghouse direct mail campaigns before the convention.

Thursday morning, pinch-hitting for Ray Cosgrove, manager of the Westinghouse refrigeration department, he described the Westinghouse summer refrigeration campaign (the progress of which has been reported in previous issues of ELECTRIC REFRIGERATION NEWS). Thursday afternoon he told about the campaign on Thermoguard motors.

"To be successful in direct mail selling," he summarized, "one must have a definite job to do and a definite plan to do it, sell it to the field force, look for definite results, and learn from each experience."

"We have one of the most complicated direct mail problems that exists for a manufacturing and selling or-

(Continued on Page 12, Column 1)

MAJESTIC OPENS SERIES OF SECTIONAL MEETINGS

CHICAGO—First of a series of sectional sales meetings for the purpose of introducing the six new Majestic "ultra-modernistic" console radio models to Majestic distributors was held here Sept. 27 by the Grigsby-Grunow Co.

John F. Ditzell, assistant vice president and director of sales, conducted

(Concluded on Page 8, Column 3)

General Electric Agrees to Give Up Its Cherished 4-Year Service Plan

Keeps Right to Insure Replacement Of Defective Sealed Units with Fixed Charge at Time of Sale

By F. M. Cockrell

CLEVELAND—The perennial argument over three-year guarantees and lengthy free service on electric refrigerators has apparently come to an end. The issue was fought to a finish at the annual meeting of the Refrigeration Division of National Electrical Manufacturers Association (Nema) held in Cleveland last week.

It terminated the repeated revisions of the proposed Code of Fair Practice for the Refrigeration Industry which is designed to supplement the broad Nema code (for all electrical manufacturers) already approved and in effect.

The supplementary code must be approved by the Nema Board of Governors and by the NRA before it will become effective. Until approved by Nema, the code will not be released for publication.

Sorry I can't give you the code in detail. That isn't settled yet. Everything Nema does must be inspected by the association's lawyer before it becomes so. If he says "taint legal," then whatever was done simply didn't happen.

The numerous authors of the refrigeration document admit that it is quite fuzzy in spots and, no doubt, the wording will have to be revised here and there.

But whatever happens in the process of legalizing the action at the Cleveland meeting, it's a cinch that if anybody starts a *new* advertising campaign featuring *free* service in any shape, manner, or form (other than the standard one-year warranty) there is going to be an awful roar in the industry.

It was a grand battle. Preliminary bouts have been held at every previous Nema meeting for the past two years, but in each case the fight was a draw or time was called. This meeting was advertised as a finish fight. Chairman G. M. Johnston had announced that the code *must* be settled and that no further delays would be allowed.

All minor questions were disposed of quickly, including the unanimous re-election of Mr. Johnston to the chairmanship for another year. Then the decks were cleared for action.

About that time T. Irving Potter of

(Concluded on Page 16, Column 1)

ELECTRICAL EXHIBITS DRAW 20,000 DAILY

By John T. Schaefer

NEW YORK CITY—An average attendance of 20,000 daily was reported by Joseph Bernhart, manager of the National Electrical Exposition which closed an 11-day run Saturday in Madison Square Gardens here. As reported in last week's issue of ELECTRIC REFRIGERATION NEWS, both floors of the huge sporting arena were occupied with exhibits of radios, refrigerators, oil burners, and numerous electrical appliances for the home.

The management of the show staged special daily attractions to get New York people to attend the exposition, and featured one phase of the exhibit each day with special radio broadcasts.

One of the features was selection of Miss Diana Chase, Boston girl, as Miss Radio of 1933. Miss Chase has been heard for more than a year over the New York station WINS as a weekly vocalist. Runners up in the contest were Rosemary Lane WABC, Betty Barthell WABC, Leah Ray WEAF, Alice Faye WEAF, Rita Lane KGO, Miriam Miller, and Lee Wiley WJZ.

Judges were Howard Chandler Christy, cartoonist; Russel Patterson, artist and designer of stage settings; Bil Dwyer, originator of "Dumb Dora"; Bob Connelly, who is casting the next edition of Ziegfeld Follies; and Kenneth Murchison, chairman of the annual Beaux-Arts Ball committee.

Another drawing card at the show

(Concluded on Page 4, Column 5)

Celebrities Visit N.Y. Electrical Show—Radio Singers Vie for Beauty Crown

Dr. O. H. Caldwell, former Federal radio commissioner, demonstrates the electric tongue at the National Electrical Exposition.

Primo Carnera, heavyweight champion of the world, strikes up an acquaintanceship with John Reventini, midget radio announcer.

The smallest and the largest electric lights are compared by Miss Rosemary Lane, one of the contestants for the title, Miss Radio of 1933.

Something new in radios—for the motorcycle policeman—being tried out by Miss Diana Chase of Boston, Miss Radio of 1933.

BY GEORGE F. TAUBENECK - - -

G-E and Grunow in Hall of Science

At the fall meeting of General Electric distributors in Cleveland (Aug. 22-24), WALTER DAILY, manager of the sales promotion division, announced that a G-E refrigerating unit was on its way to the Hall of Science at A Century of Progress.

Last week at the Kelvinator testimonial banquet to JUD SAYRE, it was declared in one speech that the Grunow refrigerating unit on exhibition in the Hall of Science had been removed.

The first statement was correct, but not the second. We know, 'cause we made a special trip to the Hall of Science a few days ago just to see.

First we ran into the display of apples turning purple under violet ray treatment. The display was being kept at 60° F., despite the concentrated glare from G-E vapor lamps, by two Grunow units.

A little farther down we found the cut-away Grunow refrigerating unit in its accustomed place, functioning properly (the evaporator was encrusted with frost) and still accompanied by placards telling how refrigeration is accomplished by evaporation.

Two spaces to the right of the Grunow unit is a cutaway model of a G-E Monitor Top, in a Pyrex transparent dome.

The unit is not operating, and is not even identified as a refrigerating machine. (Lots of people wouldn't know.) No explanatory cards anywhere—nothing but the words, "General Electric," cut in metal into the machine. Note to DICK COOPER: Why don't you tag it?

* * *

Personal Notes

Spying JOHN DITZELL, vice president and general sales manager of Majestic, in a crowd, your favorite correspondent walked over to greet him.

John was talking with a mutual friend from another profession who didn't know that John and I were acquainted.

"Oh," said the mutual friend. "I didn't know you two knew each other. But, of course! Mr. Taubeneck is a Frigidaire man, isn't he?"

John got a tremendous wallop out of that, and told the friend, yes, after reading the NEWS sometimes he did think we were Frigidaire men.

EARL HADLEY, Majestic advertising manager, found the story equally amusing.

Found W. ALTON JONES, president of Cities Service and past president of the old N.E.L.A., hobnobbing with REX COLE, New York G-E distributor.

Mr. Jones confirmed our notion of him as a very folksy individual by assuming a slightly exaggerated Southern accent as he conversed at great length with a colored custodian of a washroom.

Mr. Cole evidenced great interest in our little German "candid camera," with which we were attempting to get some difficult indoor night shots. Rex said he had a "candid camera" himself; but hadn't enjoyed much luck with it.

Ran into EARL MACKE, Grunow executive without portfolio, and he introduced us to one of the seven leading bartenders of the world. Actually, he was the most expert manipulator of liquids we've ever seen, and he had an amazing memory for recipes and formulae.

Earl said that his chief, BILL GRUNOW, had gone to the New York Electrical Exposition (see report in Sept. 27 issue of the NEWS) and had come home dissatisfied with the design of several of the cabinets in the new Grunow radio line.

So the Grunow radio factory is now in a furor of activity. New designs are in the offing.

Talked with C. J. SWAN and "SPIKE" THORNDYKE of Detroit Lubricator a couple of times. Both were in excellent spirits, and claimed that business was better than they had a right to expect.

* * *

Colorless Direct Mail

Possibly you've heard the anecdote about the old lady who visited the zoo and paused to squint at the hippopatamus. Adjusting per pince-nez, she asked the keeper:

"Is that beast a male or female?"

"That, I should judge," gravely replied the keeper, "should be of interest only to another hippopotamus."

And that, somehow, was how the Direct Mail Advertisers Association meeting in Chicago last week struck us. Most of it would have been of interest only to another direct mail man—and that genus, to us, is about as rare and unfathomable as the hippopotami.

Tense, studious fellows, these direct mail men took that meeting in the Sherman hotel (of all places!—the Drake or the old Blackstone would have been more like it) more seriously than any similar group of conventioneers we have seen. And we attend a mess of conventions in the course of a year, too.

Color? Wasn't any. Reminded us of a graduate seminar in political science, or a quarterly meeting of the Phi Beta Kappa Society.

RALPH LEAVENWORTH, the very human advertising manager of the entire Westinghouse Electric & Mfg. Co. (your favorite correspondent, as you may have noticed, has been an ardent Leavenworth fan ever since he met him) couldn't help being folksy, however. Although he read his paper, he paused frequently to chat in an intimate conversational tone with his audience. (An example: One of the sheets from which he was reading slipped off the pulpit stand. He stooped down, picked it up, and grinned: "This is my paper, and I'm going to stick to it!")

We can't recall anyone in our not insignificant collection of acquaintances who always seems so much at ease as Mr. Leavenworth, or who can put you at *your* ease so readily.

Material gleaned from the conference of interest to refrigeration men may be found on pages 1, 12, 13, and 15 of this issue.

* * *

On the Other Hand . . .

Plenty of color—as well as reams of useful information — rewarded the sitter-inner on the American Gas Association meeting at the Stevens, however.

Take President ARTHUR HEWITT, for instance. Born in England, a resident of Canada, this fine old gentleman (his distinguished features adorned the front page of the rotogravure section in the Sept. 20 ELECTRIC REFRIGERATION NEWS) is just completing a term as president of the American Gas Association.

Our idea of a successful life would be to so have lived that one might look, act, and talk like Mr. Hewitt when one reaches his age.

Rugged F. E. SELLMAN, vice president of Electrolux and Servel, was there, too. About him there is always the fresh, salt tang of the naval officer he once was.

W. ALTON JONES, respected president of Cities Service, was there; and so was many another utility executive of multiple calibre and plus rating.

* * *

Same Play, But Different Cast

Ever see a play on Broadway, then see the same play with a road show cast, or done by a stock company? Makes you feel like a full-fledged dramatic critic, doesn't it?

Well, that's how we felt last Tuesday when we saw the playlet, "Modernizing the Kitchen," staged for the edification of the A.G.A. by the Peoples Gas Club Players of the Peoples Gas, Light & Coke Co. of Chicago.

This was announced and billed as:

"Originally conceived and staged for the New England Gas Association by the employes of the Malden and Melrose Gas Light Co. sales department."

Mebbe so. But we saw the same playlet, scene for scene, and word for word (with the substitution of "gas" for "electric," and "Electrolux" for "G-E") last February at the General Electric specialty appliance department convention in Cleveland.

During March we watched the Cleveland cast put on the play no less than four times before different distributor-dealer meetings.

All about Jim Nabor and his wife, who learn how easy it is to acquire a modern kitchen step-by-step, the playlet is quite effective.

The two casts were about on a par, with the exception of VIRGINIA BEAUDRY of the Peoples Gas Club, who played Mrs. Nabor with extraordinary facility and felicity.

* * *

Exhibits

At the Direct Mail Advertisers Association convention there was the customary set-up of manufacturer's exhibits.

Not so at the American Gas Association meeting. When you registered you were given an eight-page pamphlet describing pertinent exhibits at A Century of Progress, and telling just where to find them.

Among the exhibits included were those of the American Gas Products Corp., American Radiator Corp., American Stove Co., Bryant Heater Co., Carrier-Lyle Corp., Crane Co., Dahlstrom Metallic Door Co. (all-gas kitchen cabinets), Electrolux Refrigerator Sales, Inc., Faraday Refrigerator Corp., Fox Furnace Co., Holland Furnace Co., International Nickel Co., Johns-Manville Corp., Petroleum Heat & Power Co., Ruud Mfg. Co., Surface Combustion Corp., and Union Carbide & Carbon Corp.

* * *

Automatic Kitchens

American Gas men were particularly keen about the automatic kitchen idea. The one used as a set of the playlet mentioned above was a beauty of the first magnitude. It was furnished by the Monel Metal division of the International Nickel Co.

H. P. J. STEINMETZ of Public Service Electric & Gas Co., Newark, thinks the trend toward completely automatic kitchens (either all-gas or all-electric) to be so definite that within the next 10 years a majority of the kitchens in well-to-do and middle class homes will be of that type.

His company instituted a kitchen styling committee last spring, and at the same time began a newspaper campaign for modern kitchens. To date 68 plans for kitchens have been drawn up by the committee, and of these kitchens 62 are already in operation or are in the process of construction.

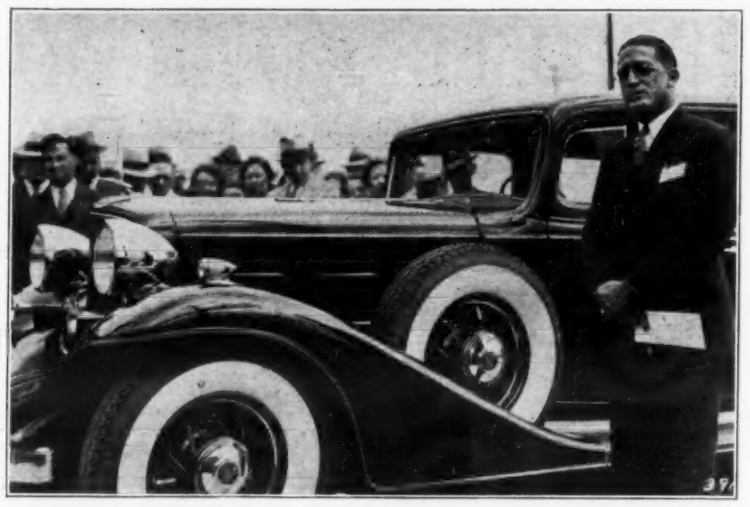
Success of modern kitchen promotion depends on the attractiveness of the plans submitted, he thinks. Color and lighting are studied and stressed by his kitchen styling committee.

F. M. BANKS, keen-looking young executive of the Southern California Gas Co., Los Angeles (see report of his speech on refrigeration in story of the American Gas Association convention beginning on page 1 of the Sept. 20 issue), delineated successful attempts to persuade Californian speculative builders and subdividers to permit the use of their model homes for the demonstration of modern kitchen equipment.

HUGH CUTHRELL of the Brooklyn Union Gas Co. insists that the automatic kitchen is the ideafication and the idealization of A Century of Progress. He listed obstacles to the development of the market as follows:

(1) Price.
(2) Installation—must be done by people outside the utility.
(3) Municipal ordinances.
(4) Union labor difficulties in larger cities.

We'd Resign, Too



Jud Sayre, retiring Kelvinator sales manager, accepts (with pleasure) a Cadillac V-12 from his distributing organization.

New Brooklyn Record

Every record in the history of the Brooklyn Union Gas Co. pertaining to refrigerator sales was broken during the week ended Sept. 16, when Electrolux sales soared to the total of 571, which is nearly 100 above the previous high mark, according to Mr. Cuthrell.

Refrigerator orders drove the total for all appliances to a new high point for one week, gross sales having totaled 903 units, the highest number in the past two years. Only twice on record, both times in 1931, have sales exceeded the unit volume for last week.

Even in the wholesale division, where inactivity in the building industry has depressed appliance sales, the demand for refrigerators was the heaviest in more than a year. Two hundred twenty-six refrigerators were sold at wholesale, a figure 41 per cent higher than the previous record for this year.

Retail refrigerator sales rose even more spectacularly, 345 units being sold at retail, 189 of them by dealers. Both figures are high above the previous record. In one day alone, Friday, 102 refrigerators were sold at retail.

Several of the branches set new records in refrigerator sales. The old record held by Newtown branch, which sold 20 Electroluxes in one day on April 21, fell on Friday, Sept. 15, when Brooklyn branch sold 22 and Nassau branch came through with 26 orders.

An average of close to 240 leads per week has been made by employes since the start of the Lead Button contest being staged by Mr. Cuthrell.

To each employe who turns in a lead during the period of the contest a Lead Button is awarded. In addition those employes stand a chance of winning a cash prize should their leads become productive before Dec. 1.

A total of 258 leads was received from employes during the week ended Sept. 16. During the same period 38 productive leads were recorded.

This brings the total of productive leads for the period from March 1 to Sept. 16 to 858. From these a total of 922 appliances was sold.

* * *

Gas Dealer Plans

Sale of gas for domestic refrigeration offers the gas industry its most important market at present for increasing gas sales and popularizing gas service, according to CYRUS BARNES of Charles H. Tenney & Co., Boston, at least, so he told the A.G.A.

Agreeing, ANDREW BERGMANN of the Consolidated Gas Co. of New York, declares that one of the outstanding points to be considered in planning for increased sales of gas refrigerators is the securing of increased distribution.

"While it is true," he states, "that all the personnel directly or indirectly connected with the sales department makes every endeavor to contact people who are responsible for making decisions as to which type of automatic refrigeration shall be installed in their buildings, the plumber should not be overlooked.

"He, in many ways, can be of inestimable value in helping to close sales. In addition to being called in to homes for the purpose of making plumbing repairs and so forth, at which time a favorable opportunity would present itself for making a gas refrigerator contact, he can also play an important part in securing business from owners and architects where new or altered buildings are involved.

"Sales work for this class of business must necessarily start when, or even before, the plans are filed. If the plumber has satisfactory affiliations with your company he will do much toward making sure that the proper gas outlets are provided, and arrange for additional 'roughing in' to prepare the ground work so that it will be easy to sell gas refrigeration.

"The plumber, however, is not the only one who should be considered in providing for increased dealer cooperation. The air-cooled refrigerator will permit new types of local distribution due to the more simple installation problems and the elimination of the water connections. Department stores, appliance dealers, and even electrical contractors, are possible outlets.

"To gain this distribution and to spot gas refrigerators in various places about town (and somewhat to equalize competitive distribution) it might be a good idea to place this job in the hands of one person in a centralized locality.

"A comparatively small number of dealers should be selected depending, of course, upon the size of the community, so that greater detailed attention may be given these dealers. To have an unwieldy dealer set-up may prove just as harmful as no dealer set-up.

"It is of course necessary, in order to secure the wholehearted cooperation of the dealer, to outline a system of compensation which would be attractive enough so that he will sepend considerable time and energy in promoting the sale of the gas refrigerator.

"The details of the method of compensation obviously must be designed to meet the conditions prevalent in each community. However, a few of the things which should be kept in mind when organizing a dealer contact division are:

"1. Commission compensation for orders closed by the dealer, with suitable prospect arrangement to avoid conflict between dealer and salesman.

"2. Commission compensation for productive leads furnished.

"3. Sufficiently high discount to induce the dealer to buy refrigerators for resale at retail.

"4. Furnish attractive window and floor displays for his shop, and supply him with literature.

"5. Instruct him in merchandising methods.

"6. Have salesman keep in close contact with him so that the dealer and salesman may be of mutual benefit to each other.

"7. Pay him commission checks promptly and deliver them in person either by the salesman in that territory or the representative of the 'dealer contact division' so that additional good will may be promoted.

"Any such arrangement must take into consideration the utility's present sales force as it is very unwise to build up barriers between your own men and the dealers' men in the matter of earnings.

"In addition to the sale of gas refrigerators resulting from a plan of this nature, the dealer, particularly the plumber, should quickly adapt himself to these merchandising methods, and will branch out by selling other good gas load building appliances such as ranges, house heating units, water heaters, laundry equipment, hotel and restaurant and industrial appliances.

"With possibly 25 electric refrigerator salesmen in the field against gas refrigeration's one, we can only hope to increase business by having more men selling.

"This can be brought about in one of two ways. One is to add additional man-power to your present refrigeration sales force, if such a plan can be worked out without adding too great an expense to the sales department.

"The other is to bring refrigeration sales within the scope of other departments through a lead compensation plan. This can be brought about by:

"a. Getting as many employes as possible to use gas refrigeration by giving them a liberal discount, and

"b. Establishing an organized plan of working on leads furnished by employes (and giving them sufficient lead compensation).

"Our national slogan should be 'A retail sale is incomplete until one other sale has been made with the cooperation of the user.' In addition to this, it is always well to apply concentrated sales effort on the three houses immediately adjoining, on either side, the house in which the retail sale was made.

"To offset severe man-power competition, very substantial instruction should be given to salesmen and dealer-men, not only from the point of view of selling but in product construction, performance, and record.

"A man well informed on gas refrigeration has so much honest information at his command that he is equal to several uninformed competitive men."

Members of the A.G.A. refrigeration committee include: Cyrus Barnes, Charles H. Tenney & Co., Boston, chairman; A. Bergmann, Consolidated Gas Co. of New York, New York City; F. D. Cadwallader, Boston Consolidated Gas Co., Boston; C. H. Kahlstedt, Western United Gas & Electric Co., Aurora, Ill.; J. E. Kern, Southern California Gas Co., Los Angeles.

R. A. Malony, The Philadelphia Gas Works Co., Philadelphia; F. E. Sellman, Electrolux Refrigerator Sales, Inc., New York City; H. P. J. Steinmetz, Public Service Electric & Gas Co., Newark; E. J. Stern, Georgia Natural Gas Corp., Atlanta.

H. H. Wampler, Faraday Refrigerator Corp., Dayton; J. J. Winn, Consolidated Gas Electric Light and Power Co., Baltimore; and H. S. Boyle, Electrolux Refrigerator Sales, Inc., New York City.

* * *

Competition in England

Gas competition with electricity is keen for domestic lighting and appliances in Great Britain, avers T. P. RIDLEY, commercial manager and secretary, Newcastle-upon-Tyne and Gateshead Gas Co. He states:

"In many districts very little headway is being made with electrical cooking; it is found to be too slow and too expensive.

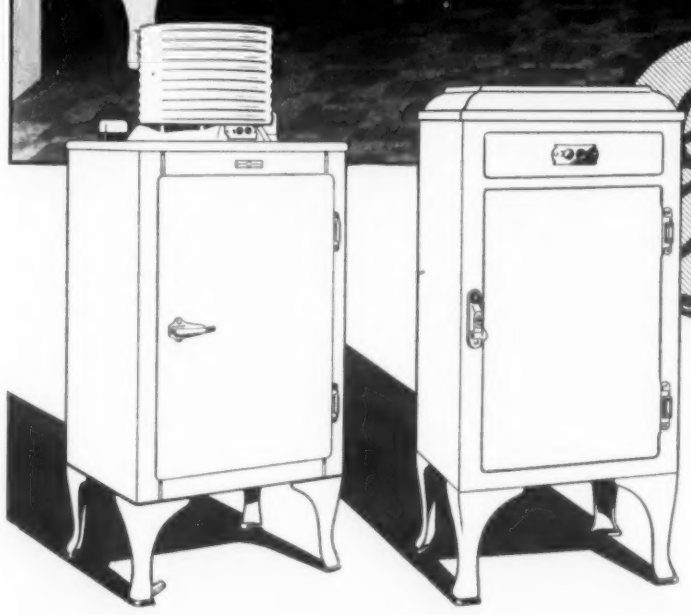
"As to lighting, electricity is usually preferred in better class houses, and it has made headway in other directions recently, largely due to the demand for 'All Mains' radio connections; but with activity and enterprise on the part of the gas company, much can be retained and much can be, and is being recovered.

"Every employe of the company which I serve is from time to time reminded to notify any information with regard to competitors' activities. On receipt of such a notice a counter canvassing team is sent out to the district concerned; and generally, I might add, with very satisfactory results."

PYRAMID YOUR PROSPECTS

. . . and your profits!

A REFRIGERATOR SALE SHOULD BE JUST THE BEGINNING



Any G-E refrigerator dealer can build a permanent year 'round business and *build it as big as he wants*, for his market is not just confined to refrigerator prospects. His prospects include buyers of electric ranges, dishwashers and other electric appliances.

Every G-E refrigerator user is a potential customer for every appliance in the complete General Electric Kitchen—and for other G-E household appliances.

General Electric's name and reputation has been a household word for 50 years. Public preference for products bearing the G-E monogram gives the General Electric refrigerator dealer an opportunity to open his door to *additional* and *profitable* business.

GENERAL ELECTRIC IS NOW APPOINTING NEW DEALERS IN OPEN TERRITORIES

However large or small your display facilities may be, if you measure up to G-E standards, the franchise in your territory will give you a progressive and profitable business—starting NOW. Write or wire for details. General Electric Co., Specialty Appliance Sales Dept., Section DF101, Nela Park, Cleveland, Ohio.

● In the complete line of General Electric Monitor Top and Flat Top refrigerators is a model and size for every requirement and a price for every budget.

●

● In spite of substantial price advances in nearly all lines, General Electric refrigerator prices are still within a few dollars of the lowest in all G-E history

GENERAL ELECTRIC

REFRIGERATORS • RANGES • DISHWASHERS

Westinghouse Urges Distributors To Become Wholesale-Minded

(*Concluded from Page 1, Column 1*)

ing this season's sales problems and developments, with a view to laying a foundation for 1934's general selling activities.

"Until now, we've all been retail-minded," said Manager Cosgrove. "To increase distribution, we must do more work with wholesale men—train them better, help them more, get more of them. In this drive, the wholesale salesman is king!"

One thing the speaker impressed upon his workers with special emphasis—that he expects refrigerator prices to go up, and up—and up. "By the end of March," he opined, "refrigerator prices may be 50 per cent higher than they were last July."

The entire dealer-getting drive, which started Monday, is built around Westinghouse's dealer franchise comparison chart (described in detail later in this story), Mr. Cosgrove said in his general outline of the campaign.

Eliminate Poor Dealers

"Dealers who did not make 50 per cent of quota this year (as of Sept. 1) are eligible for replacement in this new program," he said, "unless there is some special reason for keeping them.

"To every distributor the factory is issuing a complete analysis of that distributor's territory, showing him how much business he lost this year by not having complete coverage, what the area's sales potential is, and listing all the prospective Westinghouse dealerships there.

"From that list, we want the distributor to select the three best prospective dealers in each town or trading center, send us their names. Then we and the distributor's wholesale salesmen can begin a concentrated drive on those dealers, to secure them as retailers for Westinghouse."

Said Mr. Cosgrove in conclusion: "During the last three years, we and the rest of the industry have cleaned up our dirty linen. Next year is the time for the whole industry to launch into refrigeration selling and make it a profitable business."

Next on the floor was Roger Bolin of the merchandise advertising department, who made a four-hour explanation of the complete coverage campaign. His exhaustive exposition of the program revealed these facts:

The drive will cover the six-months period from Oct. 1 to the first of next April, and is divided into three periods: the "hit-the-line" period from Oct. 1 to Nov. 29; the "consolidation period" from Dec. 1 to Dec. 31; and the "down-the-stretch" period from Jan. 1 to April 1, 1934.

Letters to Dealer Prospects

To each prospective dealer will be sent a series of six letters over a three-week period. First five letters will be signed by R. C. Cosgrove, and the last by the Westinghouse distributor in that territory.

Letters No. 2, 3, and 4 will include enclosures showing the prospect some of the dealer helps furnished by the Westinghouse organization. Each letter will cover a special phase of the Westinghouse proposition, and all but the last two will make a definite bid for inquiries, using the franchise comparison chart as the basis for inquiry.

Each prospective dealer will also receive copies of Cold Selling Talk, Westinghouse organ, during the entire campaign unless the retailer's name is removed from the list by request from the distributor. He will also receive the 1933 Christmas campaign portfolio.

As soon as a prospective dealer has submitted an inquiry to the factory, the distributor in that area will be notified in order that one of his men may make an immediate follow-up. If no inquiry is made, a wholesale salesman will visit the retailer at the close of the six-piece direct mail campaign.

During the six-months drive, advertising will be carried in trade papers circulated in the electrical, radio, home furnishings, and department store fields—all of the advertisements designed to produce inquiries for the dealer franchise comparison chart.

Questions in Chart

This chart—foundation of the entire drive—is divided into nine sections, each section containing a number of questions. Instructions for the dealer's use of the chart are as follows:

"Go over the questions carefully, writing a 'yes' or a 'no' opposite each question, in the space provided for other franchises. Add up the 'yes' answers in each of the nine groups. Then compare the number of 'yes' answers with the 100 'yes' answers which Westinghouse makes."

Typical questions: (about the manufacturer) "Has the business continued without interruption since its beginning?" (About the company's advertising) "Has the advertising, over the period of years, established the manufacturer's name in the refrigeration industry?"

(About financing plans) "Does the manufacturer make available adequate financing plans for retail sales?" (About net profits) "Can you obtain a large enough volume of business, at low enough cost, to make a worthwhile profit?"

A part of the wholesale salesman's presentation to the prospective dealer will consist of an outline of promotional campaigns planned by the factory for its dealers in the future.

First of these is the company's "Kep the Ball a-Rolling" campaign, which opened Sept. 16—at the close of the Master Builders' contest—to promote sales until Nov. 15 of this year. This is primarily an advertising campaign, dealers being supplied with new advertising and promotional materials, and a new, profusely illustrated presentation manual.

Second is the Christmas campaign Nov. 15 to Dec. 24, during which special promotional materials are to be supplied to dealers.

Third is the Westinghouse "Owners' Club" campaign, plans for which are still incomplete, to last from Jan 1 of 1934 through the entire year. Another is the company's spring campaign, March 15 to June 15, 1934.

Westinghouse distributors will hold meetings of their established dealers in late October or early November, and again early in March.

Prospective Westinghouse dealers will be invited to attend these meetings to acquaint themselves with the "Westinghouse family" in that territory, and to see how such conferences are conducted by Westinghouse.

Prepared solely for use by the Westinghouse wholesale salesman during this complete coverage campaign is a special guide book which explains new materials and methods forming a part of the dealer drive, suggests ways of systematizing coverage of a territory, and recommends ways of improving a dealer's store and making his activities more effective.

Sales Kit and Presentation Book

All through the drive, wholesale salesmen will use two new sales tools in their interviews with prospective Westinghouse dealers. One is a voluminous selling kit, the other a large presentation book.

The selling kit is a portable file of materials illustrating the sales, advertising, and sales promotional aids prepared by the factory for its dealers. It includes sales manuals, display materials, copies of current national advertisements, campaign outlines, a retail selling kit, retail presentation books, mailing pieces, etc.

Measuring 19½x23¾ in., the new presentation book is intended to be the wholesale salesman's big gun on the prospective dealer front. Printed in two colors, chock full of pictures with a minimum of text, it is large enough to dominate prospect's attention and tell the Westinghouse story without a constant flow of words from the visiting salesman.

Contents of Book

Contents: Westinghouse background in the field of electrical development, illustrations of all models, descriptions of all sales features, descriptions of advertising and sales promotion and educational materials, and discussions of sales-building activities sponsored by Westinghouse to increase sales.

When a dealer has signed the Westinghouse franchise, he will receive a free packet of literature, display material, and selling helps with which to "set up his house" as a Westinghouse outlet.

The wholesale salesman will have much of the responsibility for making the dealership effective, and is instructed to oversee 12 different operations involved in getting the dealer well under way on a satisfactory sales operation. Among these 12 duties are the following:

Identifying the store, hiring and training salesmen, planning advertising, arranging for financing, analyzing the territory, handling "opening day," and securing local publicity.

Each new dealer will be furnished with a guide book for starting into the Westinghouse refrigerator business. Somewhat similar to last year's dealer manual, this book covers in detail all the varied requirements of a successful refrigerator outlet.

Throughout the entire campaign, a series of bulletins will be issued to all wholesale salesmen, informing them of new developments in the drive.

Officials to Participate

Shortly after wholesale men have started contacting prospective dealers, every distributorship in the Westinghouse organization will be visited by Mr. Cosgrove, Mr. Bolin, J. T. Newcomb, or S. M. Davison, all of whom are leaving Mansfield headquarters shortly for trips to all wholesale outlets to check on progress of the drive, and further stimulate complete coverage activity.

Near the close of the afternoon session, T. J. Newcomb of the refrigeration division gave some stiff bits of final instruction to the men present. Here are some of them:

"Don't overlook department stores. They're important. There is no standard way of getting them. Every one is a tailor-made job. But don't let that stop you. Get them.

"Make a Westinghouse franchise as important as it is, but don't oversell it. Don't tell a prospect our franchise is a panacea for all his commercial ills.

"Most dealers that leave a company today do it because they haven't been taught by wholesale salesmen to use the sales tools provided for them.

"You have almost to marry a dealer to keep him going strong. You have to keep reminding him about refrigeration and helping him to sell it. If you stop contacting him, there'll be a divorce, and the divorce of any dealer from a company costs the distributor and manufacturer more money than it does the dealer.

"Employing, educating, and energizing the dealer is the job of the wholesale contact man. Now go out and teach your men how to do that."

Closing the meeting were two last recommendations from Mr. Cosgrove. He said, "Put one or two wholesale men on *refrigeration alone* for this campaign. Don't have a dozen men working on it part time, and selling other products the rest of the time. And keep your wholesale salesmen in their own territories."

A list of merchandise managers, sales promotion men, and sales supervisors at the conference follows:

James R. Andrews, McCarthy Bros. & Ford, Buffalo; E. A. Bonneville, Times Appliance Co., New York City; R. M. Beatty and H. M. Butzloff, Westinghouse Electric Supply Co., Chicago; W. B. Creech, Westinghouse Electric & Mfg. Co., Atlanta; G. A. Constance, Westinghouse Electric & Mfg.Co., Richmond.

R. B. Cook, Westinghouse Electric Supply Co., Philadelphia; W. A. Charstrom, supervisor, Minneapolis and St. Paul; Louis L. Dolin, Westinghouse Electric Supply Co., Philadelphia; C. A. Dostal, merchandise manager, Northwest District, Chicago.

Hal R. Edwards, Westinghouse Electric Supply Co., Omaha; T. W. Evans, Westinghouse Supply Co., Huntington, W. Va.; K. K. Gordon, Westinghouse Electric Supply Co., Philadelphia; G. Golliher, Westinghouse Electric Supply Co., Indianapolis.

E. J. Hegarty, merchandise manager, Northeast District, New York City; Arnold Irwin, Van Zandt Supply Co., Huntington, W. Va.; J. W. Johnston, refrigeration supervisor, Pittsburgh; C. L. Kirkpatrick, Westinghouse Electric Supply Co., Binghamton, N. Y.

W. N. Kennon, Westinghouse Electric & Mfg. Co., New York City; Geo. F. Kindley, Edgar Morris Sales Co., Washington, D. C.; Curtis W. Lehner, Westinghouse Electric Supply Co., Atlanta; J. J. Moffatt, Westinghouse Electric Supply Co., Chicago; B. F. Moody, Westinghouse Electric Supply Co., Boston.

S. Gordon T. Parks, Parks & Hull Appliance Corp., Baltimore; E. C. Ricker, Westinghouse Electric Supply Co., Dallas; Gene Reid, Westinghouse Electric Supply Co., St. Louis; A. M. Ryser, supervisor, Milwaukee; M. E. Seegmiller, Westinghouse Electric Supply Co., Chicago.

E. L. Sivally, Penn Electric Engineering Co., Scranton, Pa.; J. W. Warner, Westinghouse Electric Supply Co., Rochester, N. Y.; N. E. Wooters, Westinghouse Electric Supply Co., Chicago.

POLICE DEMONSTRATE USE OF RADIO IN CRIME WAR

(*Concluded from Page 1, Column 4*)

was the exhibit of Gar Wood's Miss America X, 6,800-hp. speedboat which Gar Wood piloted to a successful finish against England's Hubert Scott-Payne in the Harmsworth trophy races on Labor Day week-end. The boat was shown by E. B. Latham & Co., New York Leonard and Gar Wood home furnace distributor.

Demonstrating the usefulness of radio to police departments, the New York police exhibit showed how some 400 radio-equipped police cars are reported and dispatched from a radio car control board, a duplicate of which was in operation at the show.

In this same connection was a Bosch radio-equipped Indian motorcycle for police work, and in another exhibit a demonstration of a photocell to ring a police alarm when a person approaches a safe.

Exhibitors at the show were:

Altorfer Bros., American Radio Relay League, Apex Rotarex Corp., Atwater Kent, Boy Scount Foundation of Greater New York, Brooklyn Edison Co., Campbell Metal Window Corp., Commercial Credit Co., Conover Co., Continental Diamond Fibre Co., Crosley Radio Corp., E. T. Cunningham, Inc., Delco Appliance Corp., Electrical Testing Laboratories, Electrol, Inc., Emerson Radio Corp., Empire Electrical Products Co., Electrical Association of New York, Fada Radio & Electric Corp., Fay Co., Fitzgerald Mfg. Co., Ford Motor Co., Frigidaire Sales Corp., General Electric Co. (air-conditioning and merchandising departments), General Electric Supply Corp., General Electric Vapor Lamp Co., General Household Utilities Co., Gernsback Publications, Gibson Electric Refrigerator Corp., Glidden-Buick Corp., Graybar Electric, Grigsby-Grunow, Grolier Society, Inc., Halson Radio Mfg. Co., Health Ray Mfg. Co., Inc., E. Ingraham Co., International Radio Co., Ironrite Ironer Co., Kelvinator, Kitchenaid Mfg. Co., J. J. Keith Associates, E. B. Latham & Co., A. J. Lindemann & Hoverson Co., May Radio & Television Corp., McGraw-Hill Publishing Co., Motorola Auto Radio, National Enameling & Stamping Co., New York Police Department, New York & Queens Electric Light & Power Co., New York Edison Co., New York Museum of Science & Industry, Nineteen Hundred Washer Corp., Norge Corp., Perfection Stove Co., Petroleum Heat & Power Co., Philco Radio & Television Co., Pierce Airo, Inc., Premier Vacuum Cleaner Co., Proctor & Schwartz Electric Co., Radio & Electric Appliance Journal, Radio Business, Radio Guide, Radiomarine Corp. of America, Radio Merchant, Radio Publishing Co., R.C.A. Radiotrons, R.C.A. Victor Co., Rex Cole, Inc., Royal Eastern Electric Co., Real Radio Service, Sessions Clock Co., Singer Sewing Machine Co., Sound Proof Demonstration Studios, Sparks-Withington Co., Stewart-Warner Corp., Stromberg Carlson Telephone Mfg. Co., Times Appliance, Inc., Thor Washers, United American Bosch Corp., United Electric Power & Light, U. S. Army Signal Corps, Utah Radio Products, Inc., Waters-Genter Co., Westinghouse Electric & Mfg. Co., Westinghouse Electric & Supply Co., Whitwood Corp., White Sewing Machine Co., Wood Hydraulic Hoist & Body Co., Whirldry Corp., Y.M.C.A. of New York City, York Automotive Distributing Co., and Zenith Radio Corp.

A COMPLETE SYMPHONY

THE theme song—"The Advantages of Electric Refrigeration"—calls for the whole orchestra of electric refrigerator dealers, distributors and central station men. The practical method of procedure is cooperative local advertising and exhibits.

It is vital that the audience—the American public—hear this theme song over and over. That is the way electric refrigeration consciousness is maintained and increased. That is the least costly way to maintain it.

Then come the solos—the product advertising of the various manufacturers each properly trying to gain the most applause.—Each an effort to sell a particular make of electric refrigerator.

Analyze it—isn't that the logical, the economical way to make people *want* electric refrigerators and to *buy* them? Tell them first why electric refrigeration is desirable—then tell them the merits of a particular refrigerator. Theme song first—then the solo.

The weak spot is not the solo work, but the theme song. In many communities the soloists are each rendering the theme song separately, all alone, and there is no symphony.

INVEST IN AN ELECTRIC REFRIGERATOR

If the harmony is not perfect where you are, discuss it with local central station men.

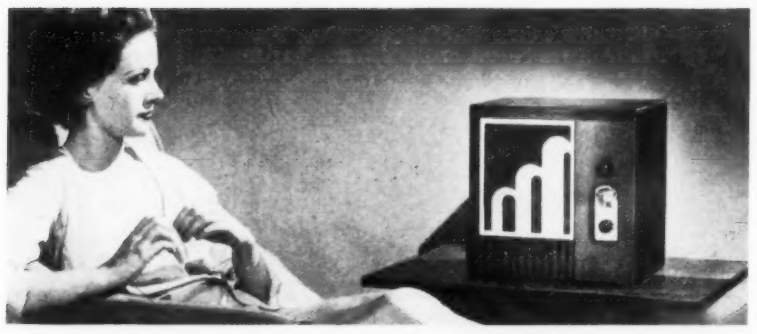
ELECTRIC REFRIGERATION BUREAU

Sponsored by the Edison Electric Institute

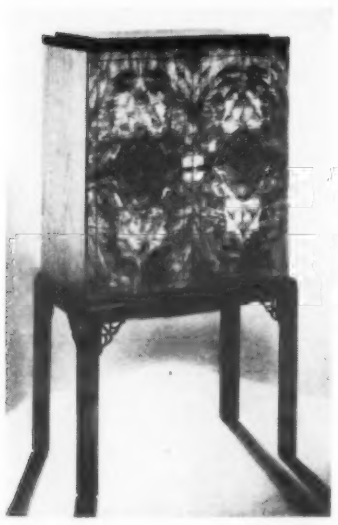
420 Lexington Avenue, New York City

RADIO + REFRIGERATION

For Majestic Dealers this combination adds up to BETTER YEAR-ROUND BUSINESS

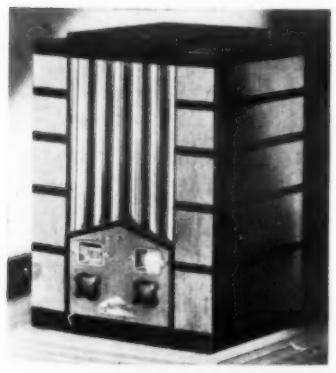


Century Six - Model 163

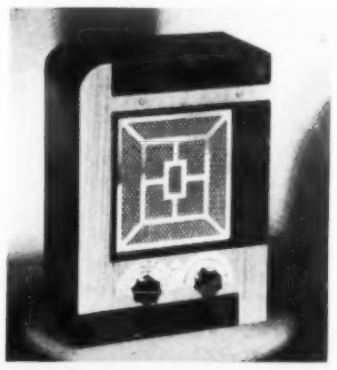


Royale - Model 85

Plaza - Model 68



Studio - Model 59



Duo Modern - Model 49

REFRIGERATION is a good year-round business. Radio is a good year-round business. The *combination* of refrigeration and radio is a *bang-up* year-round business. Especially for Majestic dealers.

Of course you have noticed Majestic's recent radio advertising—on the "Smart Set" of Radio. Above are the magazines in which it is appearing, and miniatures of the first double-page "spreads" and single pages on this outstanding line. The most talked-of radio advertising in years!

Isn't that good advertising for the Majestic Refrigeration dealer—as a supplement to magazine and newspaper advertising on the Majestic Refrigeration line? It is. It sells the public on Majestic quality and value. But it is *extra* good for the dealer who sells *both* lines!

We urge every Majestic Refrigeration dealer to consider seriously whether he can't broaden his business and increase his profits straight through the year by selling, along with America's finest electric refrigerators, America's finest radios.

Glance at the new Majestic "Smart Set" models pictured here—a few of many—and you will see why they are selling . . . why *you* can sell them. Get in touch with the Majestic distributor. Refrigeration dealers selling other makes are invited to do likewise!

GRIGSBY-GRUNOW COMPANY, 5801 Dickens Ave., Chicago

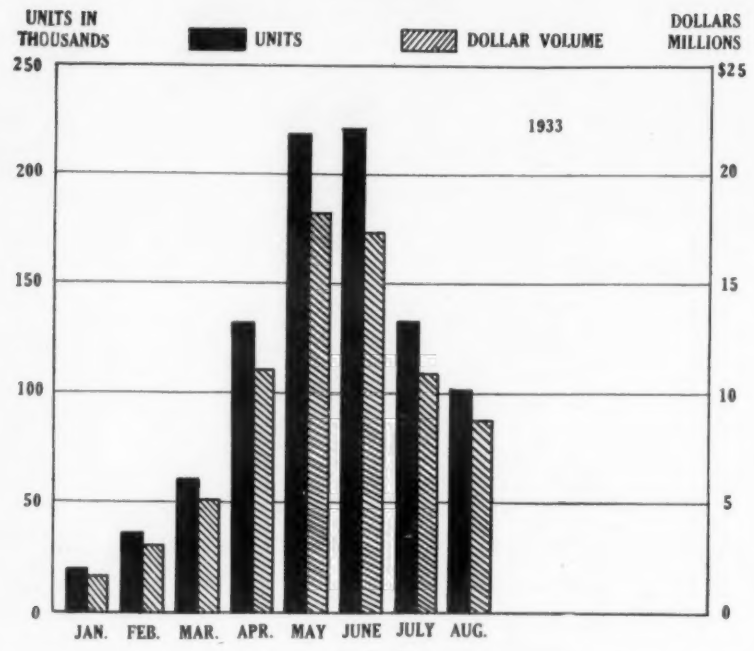
Majestic

LICENSED UNDER PATENTS AND APPLICATIONS OF R. C. A., HAZELTINE AND LA TOUR

RADIO AND REFRIGERATION

STATISTICS

Estimated Sales of Household Electric Refrigerators by U.S. Manufacturers (January-August, 1933)



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By A. J. Cutting

DETROIT—Continued high sales of household electric refrigerators during August indicate that a new all-time record for the industry may be established during 1933.

The August report issued by the Refrigeration Division of the National Electric Manufacturers' Association shows that 82,495 units were sold by 11 member companies during the month. Sales by the following companies are included in the report: Crosley, Frigidaire, General Electric, Gibson, Grigsby-Grunow, Kelvinator, Norge, Servel, Trupar, Universal Cooler, and Westinghouse.

Although August unit sales suffered a decline as compared with the Nema July figure of 106,614 units, the decrease is less than might have been anticipated in view of the heavy sales made during the past several months.

New High for August

It is noteworthy that the August sales figure for the current year represents an increase of 256 per cent over the 23,124 units sold during the same month of 1932, and erases the previous August high record for Nema companies established in 1930 when 59,680 units were sold.

Dollar volume of Nema sales during August amounted to $7,048,216 as compared with $8,846,564 in July. The 1933 August figure is higher by 204 per cent than in the same month of last year when dollar volume totaled $2,318,045.

During the first eight months of 1933, cumulative household refrigerator sales by Nema companies totaled 742,572 units. Assuming that this figure represents 80 per cent of the total sold by the industry as a whole, it is estimated that 928,200 units were sold by all U. S. manufacturers during the period. This eight-months figure betters the sales total for the entire year 1932 which was estimated at 840,000 units for the industry.

The dollar volume of sales by Nema members during the first eight months of 1933 was reported as being $61,347,985. Working under the assumption that Nema companies account for 80 per cent of all sales made by the industry, it is estimated that dollar volume of sales by all manufacturers amounted to $76,685,000 for the eight months ending with August.

During August commercial unit sales by Nema companies totaled 9,449 units as against sales of 12,099 units in July. An increase of 47 per cent is shown for August of this year over the same month of 1932 when sales of 6,412 units were reported.

Commercial dollar volume for Nema members amounted to $1,086,283 during August as compared with $1,357,504 in July and $881,093 in August, 1932.

The tabulation of Nema sales for August summarized by sizes of household refrigerator cabinets and types of commercial systems and the August distribution of Nema sales by states are reported on this page.

BUREAU BOOSTS QUOTA TO MILLION FOR YEAR

NEW YORK CITY—With the Electric Refrigeration Bureau's original national quota of 800,000 unit sales in 1933 already obtained, the bureau has revised the quota to one million unit sales, according to an announcement made last week.

11 Manufacturers in Refrigeration Division of Nema Sell 82,495 Household Units in August

Reported by Refrigeration Division of National Electrical Manufacturers Association. Member companies: Crosley, Frigidaire, General Electric, Gibson, Grigsby-Grunow, Kelvinator, Norge, Servel, Trupar, Universal Cooler, and Westinghouse.

	World Sales		U. S. A. INVENTORIES: Factory, Branch, and Warehouse		Dealers and Distributors	
HOUSEHOLD **Lacquer (Ext.) Cabinets with Systems**	Quantity	Dollars	Quantity	Dollars	Quantity	Dollars
1. Under 4.00 cubic feet	891	46,821	896	48,064	1,878	99,603
2. 4 to 4.99 cubic feet	26,648	1,658,259	31,938	2,073,999	23,767	1,510,636
3. 5 to 5.99 cubic feet	7,874	589,919	10,196	697,314	8,991	635,104
4. 6 to 6.99 cubic feet	10,620	866,572	7,493	641,241	14,094	1,223,923
5. 7 to 7.99 cubic feet	7,416	799,441	12,904	1,296,823	8,424	837,918
6. 8 to 9.99 cubic feet	668	88,388	2,072	265,573	2,114	251,313
7. 10 to 12.99 cubic feet	119	21,894	1,386	257,466	416	79,200
8. 13 to 16.99 cubic feet	41	8,513	321	67,594	74	16,093
9. 17 to 24.00 cubic feet	1	260	219	56,696	60	16,401
10. Total Lacquer	**54,278**	**4,080,067**	**67,425**	**5,404,770**	**59,818**	**4,670,191**
Porcelain (Ext.) Cabinets with Systems						
11. Under 4.00 cubic feet	96	5,767	68	4,013	152	8,834
12. 4 to 4.99 cubic feet	2,616	202,899	8,358	711,327	3,053	245,305
13. 5 to 5.99 cubic feet	1,937	178,977	792	72,554	1,586	152,685
14. 6 to 6.99 cubic feet	6,273	607,796	6,260	604,301	5,495	563,897
15. 7 to 7.99 cubic feet	9,478	1,133,808	9,746	1,146,627	7,317	870,128
16. 8 to 9.99 cubic feet	3,121	411,403	1,701	226,607	2,731	377,948
17. 10 to 12.99 cubic feet	983	158,167	1,199	212,901	886	173,001
18. 13 to 16.99 cubic feet	341	67,379	1,679	320,087	407	82,865
19. 17 to 24.00 cubic feet	59	18,368	888	266,885	173	52,374
20. Total Porcelain	**24,904**	**2,784,564**	**30,691**	**3,565,302**	**21,800**	**2,527,037**
21. Total Lines 10 and 20	**79,182**	**6,864,631**	**98,116**	**8,970,072**	**81,618**	**7,197,228**
22. Separate Systems	2,384	103,414	6,684	324,256	1,350	43,955
23. Separate Household Low Sides	929	16,657	4,131	72,092	671	11,924
24. Total Lines 21, 22, and 23	**82,495**	.....	**108,931**	.....	**83,639**	.....
25. High Sides Under ½ hp.	1,255	46,433	1,523	74,973	392	19,601
26. Cabinets—No Systems	159	17,081	14,879	685,396	102	11,794
27.						
28. Total Household	.....	**7,048,216**	.....	**10,126,789**	.....	**7,284,502**
COMMERCIAL						
31. Water Coolers with High Sides	1,176	116,717	6,284	597,198	3,094	302,819
32. Water Coolers with No High Sides	143	7,467	2,173	86,928	138	5,711
33. Ice Cream Cabinets with High Sides	178	22,642	2,341	317,018	76	9,351
34. Ice Cream Cabinets with No High Sides	271	31,113	3,289	403,637	199	23,279
35. Milk Coolers with No High Sides	1	100	7	1,296	38	7,037
36. Room Coolers with High Sides	.....	.....	1	523	1	523
37. Room Coolers with No High Sides	319	32,316	1,555	162,601	286	28,631
38. Extra High Sides, ½ hp. and Up	5,065	574,038	10,490	1,195,509	3,833	487,137
39. Total Lines 31, 33, 36, 38, and 42	**7,111**	.....	**21,442**	.....	**7,738**	.....
40. Extra Commercial Low Sides	6,669	216,985	17,169	553,136	4,306	164,387
41. Miscellaneous Cases and Cabinets	.....	40,524	.....	329,342	.....	87,852
42. Beverage Coolers ***	692	44,381	2,326	148,218	734	45,643
43. Total Commercial	.....	**1,086,283**	.....	**3,795,406**	.....	**1,162,370**
44. Total—Household and Commercial	.....	**8,134,499**	.....	***14,057,195**	.....	****8,446,872**

*The total of the figures by sizes and kinds does not agree with the total figure shown, namely $14,057,195, because of the failure to supply the detailed information by all companies.

The number of companies reporting inventories at factory, branches, and warehouses was 10. The percentage of total sales of these 10 companies was 98.1%.

**The number of companies reporting inventories of dealers and distributors was 9. The percentage of total sales of these 9 companies was 91.5%.

***Beverage Coolers with and without High Sides.

Refrigeration Bureau Estimates Sale of 890,380 Household Refrigerators In First Eight Months

The estimates of sales of household electric refrigerators by states during the first eight months of 1933 which are shown below were made by the Electric Refrigeration Bureau, 420 Lexington Ave., New York City. The compilation is based on reports from local bureaus.

Comparing the bureau's 8-months' sales figure for the entire country, which is shown as 890,380 household units, with the 8-months' quota set by the bureau at 649,757 units it is indicated that the quota has already been exceeded by 37 per cent. This report does not include exports.

Sales—Household Models Only—First Eight Months 1933

	Years Quota	Eight Months Quota 81 Per Cent	Estimated Total Sales	Per Cent Quota Realization
New England Division				
Connecticut	15,316	12,406	14,808	119.4
Maine	6,234	5,049	4,817	95.5
Massachusetts	39,027	31,612	44,392	140.4
New Hampshire	4,009	3,247	3,321	102.2
Rhode Island	6,435	5,212	7,855	151.0
Vermont	2,626	2,127	2,476	116.4
Eastern Division				
Delaware	1,607	1,302	2,039	156.6
Maryland & D. C.	15,944	12,915	22,601	174.9
New Jersey	39,021	31,607	40,207	127.0
New York	123,949	100,399	154,019	153.4
Pennsylvania	68,754	55,691	91,030	163.5
East Central Division				
Kentucky	8,934	7,236	13,159	182.5
Ohio	51,228	41,495	59,882	144.3
West Virginia	6,149	4,981	9,335	187.5
Middle West Division				
Iowa	15,232	12,338	12,122	98.3
Kansas	11,343	9,188	10,973	109.5
Missouri	22,078	17,883	33,242	185.3
Nebraska	7,837	6,348	7,654	120.6
Pacific Coast Division				
Arizona	2,295	1,859	2,161	116.2
California	62,735	50,815	52,263	103.0
Nevada	569	461	897	194.5
North West Division				
Idaho	2,582	2,091	2,113	101.1
Montana	2,785	2,256	3,216	142.6
Oregon	7,893	6,393	6,375	99.7
Utah	3,850	3,118	4,110	131.8
Washington	14,270	11,559	10,162	87.9
South Eastern Division				
Alabama	5,470	4,431	8,389	189.3
Florida	7,687	6,226	7,322	117.5
Georgia	6,537	5,295	10,419	196.5
North Carolina	8,601	6,967	12,559	180.0
South Carolina	3,427	2,776	4,782	173.0
Tennessee	7,830	6,342	8,483	133.8
Virginia	8,733	7,074	13,221	187.5
Great Lakes Division				
Illinois	61,455	49,779	62,353	125.0
Indiana	22,386	18,133	20,482	112.8
Michigan	35,191	28,505	26,955	94.5
Wisconsin	20,689	16,758	15,208	90.8
North Central Division				
Minnesota	15,809	12,805	12,791	99.8
North Dakota	1,996	1,617	1,667	103.1
South Dakota	2,558	2,072	2,222	107.2
Rocky Mountain Division				
Colorado	6,745	5,463	7,836	125.1
New Mexico	1,091	884	1,574	178.0
Wyoming	1,045	846	1,286	152.0
Southwestern Division				
Arkansas	3,664	2,968	5,017	175.7
Louisiana	6,525	5,285	6,383	120.7
Mississippi	2,742	2,221	2,794	125.7
Oklahoma	8,346	6,760	11,439	167.7
Texas	20,941	16,962	31,969	188.4
TOTALS	**802,170**	**649,757**	**890,380**	**137.0**

Nema Sales by States For August, 1933

Tabulated below is the geographical distribution by states of August sales of household electric refrigerators made by the 11 companies belonging to the Refrigeration Division of the National Electrical Manufacturers Association.

STATES and Territories	Quantity of HOUSEHOLD Low Sides
Connecticut	1,462
Maine	514
Massachusetts	4,170
New Hampshire	346
Rhode Island	725
Vermont	173
New England Total	**7,390**
Delaware	174
Maryland & D. C.	3,108
New Jersey	3,997
New York (State)	16,320
Pennsylvania	7,687
Eastern Total	**31,286**
Kentucky	875
Ohio	5,353
West Virginia	852
East Central Total	**7,080**
Alabama	697
Florida	1,029
Georgia	698
North Carolina	733
South Carolina	415
Tennessee	430
Virginia	934
Southeastern Total	**4,936**
Illinois	5,180
Indiana	1,297
Michigan	2,037
Wisconsin	781
Great Lakes Total	**9,295**
Minnesota	1,050
North Dakota	100
South Dakota	129
North Central Total	**1,279**
Iowa	585
Kansas	406
Missouri	1,738
Nebraska	410
Middle West Total	**3,139**
Arizona	94
California	4,930
Nevada	144
Pacific Coast Total	**5,168**
Idaho	187
Montana	271
Oregon	650
Utah	281
Washington	799
Northwestern Total	**2,188**
Colorado	600
New Mexico	127
Wyoming	91
Rocky Mountain Total	**818**
Arkansas	340
Louisiana	605
Mississippi	340
Oklahoma	346
Texas	2,120
Southwestern Total	**3,751**
Total United States	**76,330**
Total Canada	736
Other Foreign (Including U. S. Possessions)	5,429
Total for World	**82,495**

An Ideal Coil Service Set-up

Now Almost 50,000 Larkin Coils in Daily Use

KNOWING that you can get Coils *quickly* often speeds sales. LARKIN *Original 100%* Vertical Surface Aluminum Plate Coils can be supplied to practically every point East of the Rockies in from 12 to 24 hours.

At our Atlanta, Brooklyn and Chicago Warehouses we maintain stocks of 124 Standard Models and Sizes. Arrangements can be made so that you can use this quick delivery service.

Coils for Beer Service

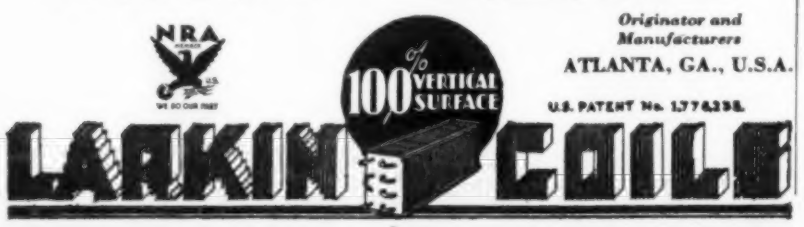
For merchandising either draught or Bottled Beer Larkin has developed special coils. Literature and data on request.

LARKIN Refrigerating Corporation

Originator and Manufacturers

ATLANTA, GA., U.S.A.

U.S. PATENT No. 1774238.



BEER COOLING

DRAFT BEER COOLERS ANNOUNCED BY RICH

MORRISON, Ill.—Rich-Illinois Mfg. Co. of this city has recently announced a new line of service bars and draft beer dispensing cabinets.

The bars are suitable for use with mechanical refrigeration, being constructed for the conventional sweet water bath method of cooling beer.

The bars are made up in a number of different combinations, some with barrel storage compartments, others with the addition of a bottle compartment, and still others with sinks.

50-ft of Beer Coils

Deluxe models have 50 ft. of block tin beer coils for every draft arm. Cabinet exterior is finished in birch veneer, drainboard is of stainless steel. Draft arms are chrome plated.

Insulation is 1-in. Insulite throughout on all models. The "Thrift" models have 25 ft. of block tin beer coil for each draft arm and have no chrome plating.

One of the models is a single ½-barrel portable draft beer dispenser for hotel or club service.

Melchior to Handle Barostat Valves

NEW YORK CITY—Melchior, Armstrong, Dessau Co. with headquarters here, has just taken on exclusive sales representation for the snap-action two-temperature valve manufactured by the Barostat Co. of Boston. The valve can be used on flooded systems, and on dry systems using thermostatic expansion valves and a pressure control switch on the compressor.

The Barostat valve, which was introduced four years ago by the Barostat Co., is built for duplexing of refrigeration installations requiring more than one temperature. The valve is placed in the suction line of a system, and snaps open and closed to maintain the desired pressure in the evaporator with the higher temperature.

When the valve is closed, the compressor does no work on that coil, but works on the coils which are open to the suction of the compressor.

The valve is adapted to soda fountains, beer coolers, market coolers, and combination flooded and dry systems, wherever more than one temperature is desired.

One of the chief features of the Barostat valve is elimination of gas friction which occurs in throttling types of control which maintain a difference in pressure (and consequently temperature) when the compressor is operating, because the Barostat provides a pressure difference only when it is closed.

The valve opens and closes quickly with sufficient force to remove any small particles which may have lodged between the seat and the stem of the valve, its designers claim.

Three Standard Types

Barostat valves are offered in three standard types, two for sulphur dioxide and one for methyl chloride. They are selected according to the desired operating range, Barostat engineers state. An important consideration is the differential between cut-in and cut-out pressures.

Attempts to use Barostat valves on differentials lower than their rates will frequently cause the valve to operate irregularly, the announcement states. If any differential is required below 7 lbs. a special valve may be supplied.

In applying these valves to a system, their cut-out pressure setting should be lower than that of the compressor switch, to allow for the line pressure drop plus a factor of safety, it is pointed out, so as to secure proper cycling of the valve. In most cases the valve will have pressure drops less than 2 lbs., so that the cut-out point of the compressor switch should be at least 2 lbs. below the cut-out point of the valve on the line.

Adjustments can be made either in the field or service station. The top adjusting screw will raise or lower the cut-in and cut-out pressures 1 lb. for every two and one-half turns (to raise temperature, turn downward).

The bottom adjustment covers the differential, and will go the full differential range in about one revolution, so adjustments should be made with small turns (about one eighth of a turn at a time). To widen the differential, turn the bottom screw to the right.

Materials used in construction: stainless steel diaphragms; steel valve stem and seat; aluminum shell; and copper alloy bottom casing.

Snap-Action Valve on Beer Coolers

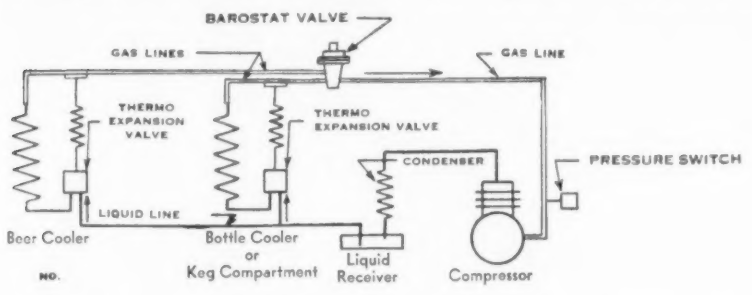


Diagram of a beercooling installation using a Barostat snap-action valve (described on this page) to hold two different temperatures.

BEER & LIQUOR DISCUSSED AT CHICAGO ASRE SESSION

CHICAGO—Both social and technical sides of the liquor and brewing problems were treated in talks before the Chicago section of the American Society of Refrigerating Engineers here Monday night, Sept. 26.

First speaker was Mrs. Inez Reed Vickery, head of the department of public relations for the American Institute of Brewing, who discussed "Social Aspects of the Liquor Question." Second speaker was S. C. Bloom, consulting engineer, whose subject was "The Outlook for Refrigeration in the Breweries."

LOOK FOR THE TAG . . .

It's your guarantee of pure, clean, bone-dry, refrigeration grade sulphur dioxide.

You will find a similar tag attached to every cylinder of Ansul Sulphur Dioxide. It indicates the results of a laboratory test taken before the cylinder leaves the plant.

You can't go wrong with Ansul Sulphur Dioxide. The little red tag takes away the element of chance and guarantees your satisfaction.

ANSUL
SULPHUR DIOXIDE
manufactured by
ANSUL CHEMICAL CO.
MARINETTE - WISCONSIN

BUYS FRIGIDAIRE COOLER

AKRON, Ohio.—A Frigidaire beer cooler with four draft arms has been installed at the Beanery, 54 E. Market St. here.

Both the bar and a Frigidaire cabinet in the kitchen are operated from the same compressor, effecting a marked saving in operating costs as compared with his former ice cooled bar, states D. E. Shepherd, proprietor.

Making the Bartender's Work Easier

Dolores Gillen, radio actress, decorates a new Brunswick beer cooler.

CHICAGO FIRM DEVELOPS NEW BEER PUMP

CHICAGO — Ideal Automatic Beer Pump Co. has been formed here to manufacture an automatic unit for supplying air pressure for the dispensing of draft beer.

An automatic stop and starting switch maintains air pressure between 30 and 50 lbs. When pressure in storage tank is reduced through use to 30 lbs., the motor starts automatically and operates compressor until pressure in storage tank reaches 50 lbs.

The pump operates with a ¼-hp. compressor. The compressor is air cooled and built with two continuous ring oilers rotating with the crankshaft insuring positive lubrication.

An air filter removes any moisture or oil (caused by condensation) from the air after it leaves the storage tank.

BRUNSWICK APPOINTS ELECTRICAL DEALERS FOR BEER DISPENSERS

CHICAGO — Brunswick-Balke-Collender Co., manufacturer of beer-cooling cabinets and bar fixtures, has announced the appointment of a number of electrical appliance merchandisers to handle its line of beer retailing equipment.

The distributors will maintain complete displays of Brunswick-Balke-Collender bar fixtures, according to the announcement.

The distributors named include the following:

R. Cooper, Jr., Inc., Chicago; North Lumber Co., Kalamazoo, Mich.; East Tennessee Electric Co., Knoxville, Tenn.; L. C. Wiswell Co., Chicago; Patterson & Hoffman, Oklahoma City, Okla.; D. T. Lansing Co., Inc., Scranton, Pa.; John Van Benschoten, Inc., Poughkeepsie, N. Y.; Post & Lester Co., Providence, R. I.; The Tri State Electric Co., Sioux Falls, S. D.; Albany Garage, Inc., Albany, N. Y.; Ben E. Keith Co., Ft. Worth, Tex.; Automobile Sales Co., Inc., Memphis, Tenn.; Rackliffe Bros. Co., Inc., New Britain, Conn.; Loubat Glassware & Cork Co., New Orleans.

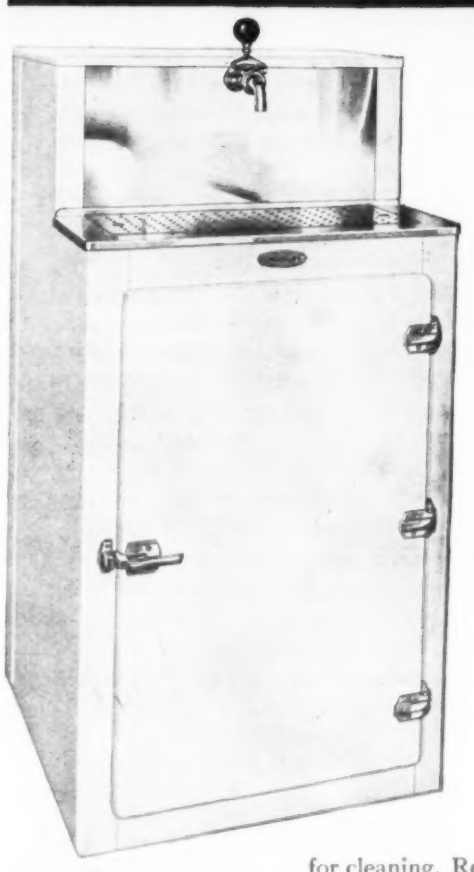
NEW METER MEASURES BEER DISPENSED

CHICAGO—A liquid meter which fits any standard beer drawing equipment and which measures the amount of beverage drawn through the faucet in ounces, pints, quarts, or gallons has been developed by the Liquid Meter & Register Co. of this city.

The faucet registers the number of gallons sold in any day or period of time.

The World's greatest value in Beer Cooling and Dispensing..*The New*

CROSLEY KOOL-DRAFT



AN electric draught beer cooler, an absolute necessity in restaurants, bar-b-cue stands, clubs . . . wherever beer is retailed.

Delivers beer at the palatable temperature — 40 degrees.

Fully automatic — contains the Crosley electric refrigerator unit, famous throughout the nation for its dependable, trouble-free operation.

Dimensions — 52¾″ high, 26¼″ wide, 29″ deep. Drain board, 41½″ from bottom.

***.. and the price,* only $200**

The new CROSLEY KOOL-DRAFT is Crosley quality through and through. Beer coil is ½″, 6 oz. block tin of ample length, coiled so as to deliver a *perfect* glass of beer as to temperature and collar. It is submerged in a sweet water bath which is chilled by the cooling coil. The thermostatic cold control permits regulating of temperature to suit individual requirements.

Cold water tank in direct contact with air in well insulated half barrel storage compartment keeps beer in keg at right temperature. The cabinet is insulated with 2½″ household refrigerator insulation.

Cabinet is steel with wood frame. Exterior finished with high heat baked primer and four coats of lacquer. Interior of galvanized iron, soldered water-tight. Extra sturdy to withstand hard usage. It is equipped with a full opening faucet with removable end for cleaning. Removable rubber ball shut-off. Bakelite handle. Faucet is brass, chromium plated. *Casters at slight additional cost, making this a portable unit.*

Refrigerator unit is the well-known Crosley. Operates on 110-volt, 60-cycle AC light socket. Removable without disconnecting any tubes.

* * * *

Compare the value of the CROSLEY KOOL-DRAFT with anything ever offered . . . see how the CROSLEY KOOL-DRAFT fits into the picture of many dispensers of beer.

Crosley wants a dealer in every locality to show the CROSLEY KOOL-DRAFT.

The new CROSLEY KOOL-DRAFT offers a splendid opportunity for profit to a live dealer in every community. Examine the specifications carefully and get in touch with your nearest Crosley distributor.

Crosley also offers the Kool-Rite, an efficient cooler for bottled beer and beverages at the extremely low price of $89.50

Western Prices Slightly Higher

The Crosley Radio Corporation - - Cincinnati

(Pioneer Manufacturers of Radio Receiving Sets)

Powel Crosley, Jr., *President* **Home of "*the Nation's Station*"—WLW**

CROSLEY KOOL-DRAFT

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To encourage the development of the art.
To promote ethical practices in the business.
To foster friendly relations throughout the industry.
To provide a clearing house for new methods and ideas.
To broadcast the technical, commercial, and personal news of the field.

VOL. 10, NO. 5, SERIAL NO. 237, OCTOBER 4, 1933

The Kitchens Are Coming

GLEN WASSON, new General Electric distributor in north Texas, recently wrote us a letter. What he wrote was interesting; but we thought his letterhead was even more significant. It may mark, if you will permit us to use some big words, the inauguration of an epoch in appliance merchandising. Glen's letterhead reads like this:

Electric Household Appliances, Inc.
Distributor
General Electric Kitchens

For more than two years ELECTRIC REFRIGERATION NEWS has been contending editorially that when a distributor of electric refrigerators came to choose companion merchandise to sell, other kitchen appliances should fit most neatly into his scheme; and that the sale of an all-electric kitchen as a unit was an idea with a future.

During the last seven or eight months the idea has become more and more widespread. General Electric and Westinghouse, which manufacture all the appliances needed to compose an all-electric kitchen, have pushed the idea among their own distributors and dealers. Too, many refrigeration distributors not identified with either of the aforementioned organizations have quietly set about the task of acquiring franchises for electric ranges, dishwashers, food mixers, clocks, fans, etc.

And now the culmination: a distributor who frankly labels himself as a distributor not of refrigerators first, and ranges and dishwashers secondarily, but as a distributor of all-electric kitchens.

Cutting Sales Costs

Long ago the desirability of selling all these related appliances at one time became evident in the apartment house and speculative building field. One salesman can obtain the entire order, instead of six separate salesmen trying to interest the builder in each of the appliances which go into modern kitchens. That saves a tremendous amount of selling expense; and, in addition, conserves the time of the builder, which he appreciates deeply.

The advertising appeal of an all-electric kitchen nas already been capitalized successfully by apartment operators anxious to fill their buildings. And just as the equipment of apartment houses proved to be a most important aid to household sales of electric refrigerators, the installation of complete electric kitchens in these "cliff dwellings" should help spread that idea out to communities of individual home owners.

Carl Snyder, president of the Walker Dishwasher Corp., stresses the importance of making the sales presentation of an all-electric kitchen as much on the basis of arrangement and design as on the equipment itself. Salesmen should know how to save the housewife time and trouble by designing an efficient layout of the kitchen, he declares. And the designs they present, of course, will include each of the electric kitchen appliances they have to sell.

As for those individual homes which already have electric refrigerators, the possibility of going back to these satisfied customers and selling them electric ranges, dishwashers, and food mixers is excellent.

While she undoubtedly is highly pleased with her electric refrigerator, the housewife may this time be quite dissatisfied with the rest of her kitchen. Her new electric refrigerator is like a piece of modernistic furniture in the midst of a group of antiques. Moreover, electric refrigeration has awakened her to the possibilities of better balanced and more varied menus, of new methods of food preparation, of greater convenience, and of savings which can be effected through systematic purchasing.

Economy, Efficiency, Convenience, Health

The salesman who brings to her the story of the electric range, and how it can complement her electric refrigerator in doing a more adequate and thorough job as Director of the Kitchen, should receive a ready welcome and an interested response. Likewise, the husband who has been shown in dollars and cents the economies made possible by electric refrigeration, and who has enjoyed the better meals he has been getting, should be a willing listener to a presentation of electric cookery.

If the salesman learns the language of food, if he learns to talk to housewives and builders in terms of convenience and economy and arrangement, he has the story. He can then go out and sell a complete all-electric kitchen as a unit, or he can go to homes which have electric refrigeration and sell them electric cookery. And if he has dishwashers and food preparers to sell, he can obtain orders for them, too.

General Electric gives its refrigerator salesmen complete sales responsibility for G-E Kitchens in closed territories, calling their men "kitchen specialists." Experience has proved to G-E that their salesman, if properly trained, can do multiple selling (make adequate presentations of more than one product).

One laudable feature of the General Electric Kitchen sales plan is that it encourages families to assemble their modern kitchen piece-by-piece. This is made easy by a finance plan which permits the addition of another appliance, without a down payment, before payments for the first have been finished.

Housewives understand that sort of procedure. They accumulate silverware over a period of years, and add to chinaware sets from time to time. Lucky is the bride who can walk into a house completely furnished from attic to basement; most of them have to purchase their house furnishings over a period of years. Acquiring an all-electric kitchen can be made a game—a game which the entire family should enjoy playing.

Compact Single Unit Kitchen Predicted

One development which undoubtedly should be on the road is the electric kitchen machine—a single, compact appliance which will refrigerate food, cook it, mix it, and wash the dishes afterward.

A combination of this sort should be especially welcome to the apartment house market, where space is at a premium, and compactness and *contactness* of design are highly important. Furthermore, a single unit of that sort might help solve the problem of redesigning a kitchen. Even when a kitchen has been subjected to the labors of expert designers, the looseness of the sometimes ill-matched assortment of appliances causes a clashing and a disharmony. The one-piece electric kitchen seems to have a ready and waiting market.

In the meantime, multiple selling of related kitchen appliances is receiving a new impetus. It appears to be coming even faster than air conditioning, and alert distributors will take advantage of the cumulative promotion the idea is receiving.

Leonard's Chief

GODFREY STRELINGER
Recently appointed sales manager of Leonard Refrigerator Co.

HAINSWORTH WINS MUNROE GAS AWARD

(Concluded from Page 1, Column 1)

T. Sellman of the Consolidated Gas Co. of New York; John L. Conover of the Public Service Gas and Electric Co. of New Jersey; T. V. Purcell of the Peoples Gas Light and Coke Co. of Illinois; and Hugh Cuthrell of the Brooklyn Union Gas Co.

The award terms embrace contributions in many branches of the gas industry, including research, inventions, cost reductions, improved distribution methods, increased sales, new uses of gas, improved public and employe relations, safety, new methods of manufacture, and new by-products.

The award committee was made up of A. J. Gonnoud, president, Kings County Lighting Co., Brooklyn, chairman; A. B. Tenney, vice president of Charles H. Tenney & Co., Boston; and N. C. McGowen, president of the United Gas Public Service Co., Houston, Tex.

Dr. Hainsworth's researches in absorption refrigeration date back to experiments at the Massachusetts Institute of Technology, which conferred a degree of doctor of philosophy upon him in 1921 for his laboratory achievements. Dr. Hainsworth's chief activities in the field of automatic refrigeration were made in the Electrolux laboratory, of which he became director in 1929.

Upon completing his course at the Massachusetts Institute of Technology he worked with the National Refrigerator Co. at Boston and the Winchester Arms Co. In 1922-24 he was in charge of the research department of the National Automatic Refrigerator Co.; in 1924-25, he was superintendent of the Puget Sound Gas Co.; and in 1925, he was refrigerating engineer for the National Refrigerator Co.

Not all of Dr. Hainsworth's scientific activities have pertained to refrigeration, as he has made researches in physical chemistry, and is noted for his studies of high pressure, of photoelectric effects, and phototelegraphic processes, having made some of the first electric transmissions of photographs in experiments conducted at the Massachusetts Institute of Technology.

MAJESTIC OPENS SERIES OF SECTIONAL MEETINGS

(Concluded from Page 1, Column 3)

the all-day meeting, which was attended by midwestern distributors.

The meeting for Eastern distributors was scheduled for Oct. 2 at the Ritz-Carlton hotel, Philadelphia. Mr. Ditzell, Advertising Manager Earl Hadley, and A. A. Trostler, assistant to Mr. Ditzell, were to officiate.

Pacific Coast (including Arizona and Utah) distributors, were to meet Oct. 3 at the St. Francis hotel in San Francisco with Pacific Coast Manager L. M. Willis, assisted by E. J. Power, district representative, in charge.

Texas, Oklahoma, Arkansas, and Louisiana distributors will meet Oct. 9 at Dallas, Tex., to see the new merchandise. Factory representatives in charge of this meeting will be Floyd Masters, George Bryant, and M. O. Beckham.

Dexter to Manage Apex Branch in New York

NEW YORK CITY—L. A. Dexter has been named branch manager of Apex Rotarex Corp.'s factory branch on Fifth Ave. here. Mr. Dexter comes to the New York organization from the Baltimore branch. Fred Beachler has also joined the New York branch as wholesale representative in Brooklyn.

LOS ANGELES WESCO WINS SALES CONTEST

MANSFIELD, Ohio — Westinghouse Electric Supply Co. of Los Angeles was highest-ranking distributor in the 8-weeks Westinghouse Master Builders refrigerator sales contest. The California firm sold 259 per cent of quota.

Average for all distributors in the country was 127.5 per cent of quota at the close of the competition, 42 out of 69 making more than 100 per cent of their sales assignments, according to Westinghouse headquartersmen Clyde Moran and Robert Lynch, who supervised the contest.

Honolulu's Hawaiian Electric Co. was second with 257.3 per cent of quota, Tafel Refrigeration Co. of Cincinnati was third with 249.1 per cent, and fourth was the Edgar Morris Sales Co. of Washington, D. C., with 243.2 per cent of quota.

Distributors in the northeastern district of the country made 154 per cent of quota to place that territory above all others. Middle Atlantic distributors averaged 151.1 per cent, Pacific Coast firms 139.8 per cent, central district distributors 128.1 per cent, northwestern distributors 104 per cent.

The southeastern and southwestern districts were the only ones to fall below 100 per cent of quota, the former's average being 93.8 per cent, the latter's 78.9 per cent, according to Messrs. Moran and Lynch.

In addition to the four distributors who made more than 200 per cent of quota, those who topped the 100 per cent mark were as follows:

LaMotte & Callaway, San Diego; Monroe Hardware Co., Monroe, La.; Wetmore-Savage, Inc., Boston; Westinghouse Electric Supply Co., San Francisco; Intermountain Appliance Co., Denver; Westinghouse Electric Supply Co., Chicago; Danforth Refrigeration Co., Cleveland; Kempf Bros., Utica, N. Y.

American Sales Co., Columbus, Ohio; Elin Corp., Philadelphia; Westinghouse Electric Supply Co., Philadelphia; Connecticut Electric Refrigeration Co., New Haven, Conn.; Westinghouse Electric Supply Co., Houston, Tex.; Parks & Hull Appliance Corp., Baltimore.

Colvin-Templeton, Inc., San Francisco; Westinghouse Electric Supply Co., Jacksonville, Fla.; Wetmore-Scott Co., Boston; Allen-Ingraham, Inc., New York City; Iron City Electric Co., Pittsburgh; Westinghouse Electric Supply Co., San Antonio, Tex.

Penn Electrical Engineering Co., Scranton, Pa.; Electric Equipment Corp., Newark; Moock Electric Supply Co., Canton, Ohio; Danforth Refrigeration Co., Pittsburgh; Peterson Lumber & Paint Co.; Times Appliance Co., Albany, N. Y.; Fobes Supply Co., Seattle.

Moore-Handley Hardware Co., Birmingham, Ala.; Westinghouse Electric Supply Co., Richmond, Va.; Westinghouse Electric Supply Co., Omaha; J. W. Greene Co., Toledo; Beecher-Cumming Co.; Westinghouse Electric Supply Co., Duluth, Minn.; Wisconsin Sales & Supply Co., Milwaukee.

Westinghouse Electric Supply Co., Washington, D. C.; Tafel Refrigeration Co., Louisville; Westinghouse Electric Supply Co., Milwaukee; T. H. Bradley, Watertown, N. Y.

GAR WOOD IS HONORED AT PEIRCE-PHELPS MEETING

PHILADELPHIA — Gar Wood and Orlin Johnson, Harmsworth racing team which holds the world's power boat speed record, were honor guests Sept. 19 at the annual fall convention of Peirce-Phelps, Inc., distributor here for Majestic radios and refrigerators, Royal vacuum cleaners, Thor washers, and Gar Wood oil burners.

Over a thousand dealers attending the meeting heard Mr. Wood describe his racing experiences at the evening banquet. Motion pictures showing the construction of the famous Miss America X illustrated his remarks.

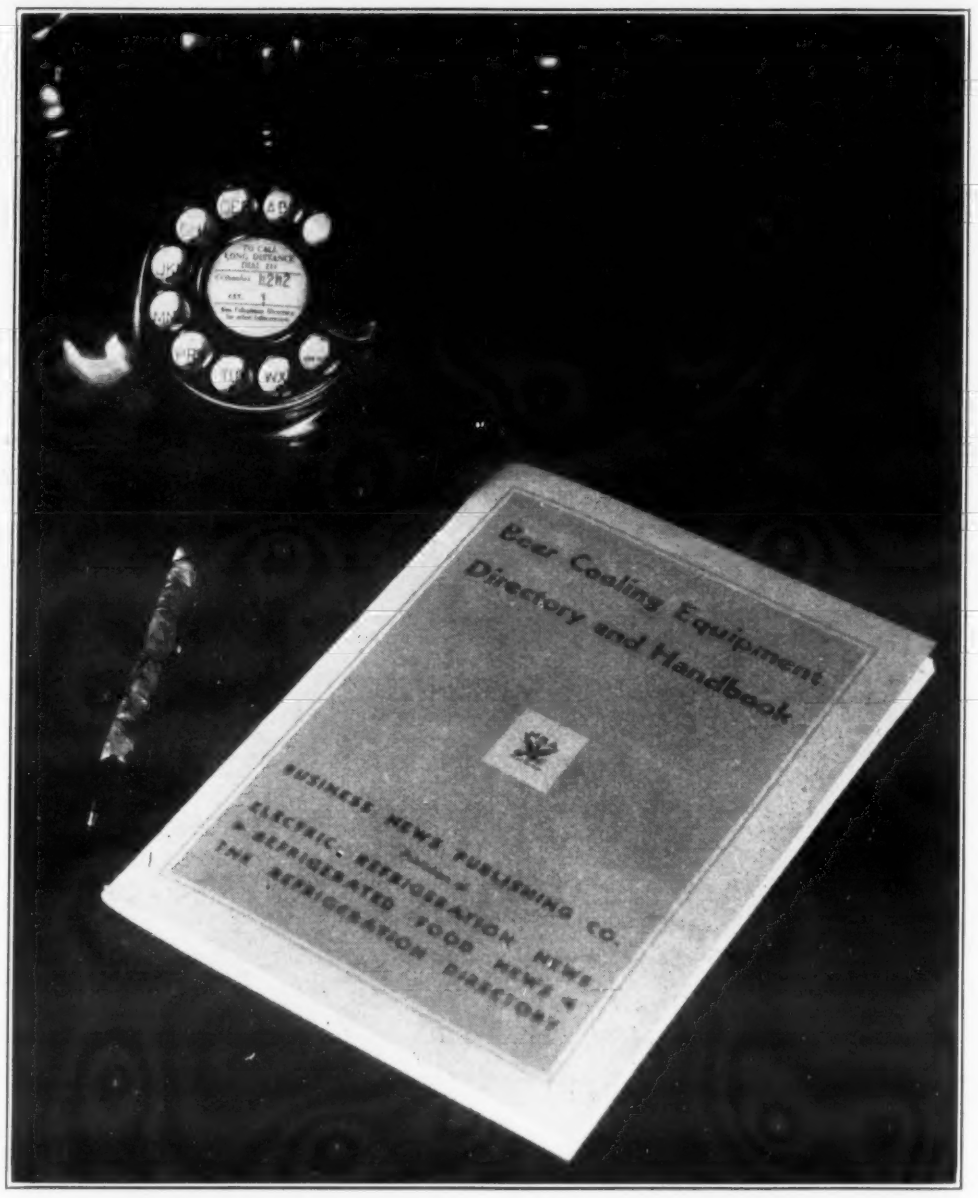
Talks on the appliances handled by this distributor were given at the afternoon session by Frank Simpson of P. A. Geier Co.; Leslie Gilson, Hurley Machine Co.; J. Trevor Peirce, Peirce-Phelps, Inc.; and Gar Wood, Wood Hydraulic Hoist & Body Co.

OBERC APPOINTED JOBBER FOR KEROTEST LINE

DETROIT—Organized as the Refrigeration Accessory & Supply Co. at 642 Beaubien St. here, J. M. Oberc has just been appointed jobber for Kerotest valves and fittings. Mr. Oberc will also handle Dayton V-belts, refrigerants, expansion valves, and water valves for dealers and independent service men in this territory.

ROSMARIN HEADS NEW YORK SERVEL DEPARTMENT

NEW YORK CITY—A. Rosmarin, former commercial sales manager with Copeland Refrigeration Co. of New York, Inc., now holds the same position with Servel, Inc., here.



To Help You Sell Beer Cooling Equipment

The new Beer Cooling Equipment Directory and Handbook is now ready for distribution. It is the first book of its kind ever published—112 pages of useful information which are designed to answer your questions on "who?" "how?" and "what?" A glance at a few of the listed highlights of its contents will give you an immediate idea of its usefulness.

A Few of the Subjects Covered In the Beer Cooling Equipment Directory and Handbook

SPECIFICATIONS
Data on 52 makes of draft beer dispensers and 18 makes of bottle beer coolers, including dimensions and capacities of each model, methods of cooling employed, refrigeration requirements, and parts used in the assembled units. Also a description giving a general idea of each make of cooler.

ESTIMATING
Detailed instructions covering the estimation of electric refrigeration equipment and application to beer serving and storage, prepared by engineers of Frigidaire Corp. Illustrations, diagrams, and tables accompany these technical data.

COOLING METHODS
General descriptions, with specific examples, of types of beer coolers now in use—draft and bottle coolers, portable bars, and pre-coolers. Details of Temprite, Russ, and Bishop & Babcock beer-cooling units.

BEER LAWS
A readable digest of laws governing the sale of beer today in 36 states.

BREWING
Concise, step-by-step explanations of processes involved in the manufacture of beer, given by brewmasters of the Anheuser-Busch brewery. And in addition, their suggestions as to how to serve beer properly, and how not to serve it.

DIRECTORIES
Alphabetized listings, by products, of manufacturers of draft and bottle beer coolers, beer-cooling units, beer pumps, air pressure gauges, air pressure regulators, beer faucets, beer pipe cleaners, beer taps, carbonic gas regulators, fittings, rubber pipe connections, and commercial refrigeration systems.

ADVANTAGES
A helpful summation of the advantages accruing to users of modern beer-cooling equipment, as compared with the problems and inconveniences of beer serving in pre-prohibition days.

CONTROLS
An illustrated, semi-technical digest of useful thermostatic valve hook-ups for bottle and draft beer coolers, prepared by D. D. Wile of the Detroit Lubricator Co. Facts on pressure control with modern air pumps and carbonic systems, written by R. H. Guyton, refrigeration engineer of Brunswick-Balke-Collender Co. A clear explanation of Russ Soda Fountain Co.'s new system of foam control.

SERVICE
Hints and recommendations on servicing Temprite instantaneous coolers. A digest of recommendations on the care and cleaning of coils as made by leading brewers, chemical manufacturers, and makers of beer coolers.

112 Pages — Paper Cover — Single Copy Price 35 cents

Order Your Copy Today

The price is 35 cents per copy. It is FREE with a new subscription or a renewal of your present subscription to Electric Refrigeration News ($3.00 per year) or Refrigerated Food News ($1.00 per year) if you will send cash with order—Use the coupon below.

Special Subscription Order

Business News Publishing Co.
550 Maccabees Bldg., Detroit, Mich. 1933

Enclosed find cash, check, or postage stamps for the amount indicated:

- ☐ 35 cents for a copy of the Beer Cooling Handbook.
- ☐ $3.00 for a one-year subscription to Electric Refrigeration News and a free copy of the Beer Cooling Handbook.
- ☐ $1.00 for a one-year subscription to Refrigerated Food News and a free copy of the Beer Cooling Handbook.

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Company .....

Street Address .....

City and State .....

ERN 10-4-33

AIR CONDITIONING

FIFTY-TON SYSTEM PLACED IN THEATER

EVANSTON, Ill.—City water and direct expansion refrigeration have been combined to make a flexible air-conditioning system for the Valencia theater here.

The installation made by the Midwest Engineering Co., Chicago distributor for Frick equipment, has a maximum capacity of 50 tons of refrigeration (air-conditioning rating), 20 tons with city water, and 30 tons with a direct-expansion refrigeration system which employs three Frick model FAW-10003 10-hp. compressors using Freon.

Trane Coils Used

Air-conditioning is accomplished in a central chamber, Trane coils being used. Distribution of the air is by a duct system and blower fan.

Flexibility in operation, making for economy in operation, is gained through manual operation of the system. The city water is used for precooling, being circulated through the coils and then going to the condensers of the compressors.

On days when the load is not so great only the water cooling part of the system, or the water and perhaps one machine, can accomplish the desired cooling effect. This is especially true in the early spring months when the water is colder than it would normally be on summer days.

Air is blown throughout the 900-seat theater by a Claridge fan with a capacity of 27,000 c.f.m. Air is distributed through ducts in the ceiling and plaque-type grilles on the under side of the balcony. The return duct has been built under the stage, at which point the air is taken back into the system and re-circulated.

Due to the fact that there is no excavation under the theater, the air-conditioning chamber is located on the stage, back of the screen, and the machines are placed under the stage, on a special base.

Conditioners Protect Woman from Malady

ELY, Minn.—Far up on the northern border of Minnesota air conditioning is being used to protect a woman from the ravages of a mysterious tropical disease.

The victim, Mrs. Robert R. Reed of Winona, Minn., contracted the malady while visiting in the tropics several years ago. At the first sign of hot weather, she flees from her winter home in Winona, Minn., to the woodland fastnesses of Burntside lake, not far from here, where she takes up residence in her cottage which is equipped with air conditioning installed by Frigidaire Corp.

Here she is safe from all effects of this illness, for on the few occasions when it does become excessively hot the air conditioners are turned on. The conditioners, too, remove all excess moisture from the air so that Mrs. Reed may enjoy her summer entirely free from the malady which has thus far baffled the medical profession.

Air-Conditioning Installations in Reading, Pa., Territory

On Power Lines of the Associated Gas & Electric System

	Division	Service	Use	Connected Load Hp.	Estimated Annual Revenue
Capitol Theater	Reading	Commercial	Comfort cooling	302½	$3,000
Colonial Theater	Reading	Commercial	Comfort cooling	245	3,000
Embassy Theater	Reading	Commercial	Comfort cooling	115	2,000
E. Richard Meinig*	Reading	Industrial	Office	¼	75
Oakbrook Hosiery Mills*	Reading	Industrial	Office	1¼	75
Zipf's Candy Store*	Reading	Commercial	Product & comfort	¾	75
St. Lawrence Dairy Lunch*	Reading	Commercial	Comfort cooling	5	300
Abraham Lincoln Hotel*	Reading	Commercial	Comfort cooling	7½	200
Barbara Ann Tearoom*	Reading	Commercial	Comfort cooling	3½	250
Henninger Funeral Home*	Reading	Commercial	Comfort cooling	1¼	100
Mother Hubbard Candy Co.*	Reading	Industrial	Process	10	500
Luden, Inc.	Reading	Industrial	Process	450	6,000
P. H. Gladfelter Co.	York	Industrial	Process	60	1,000
Mack Printing Co.	Easton	Industrial	Process	30	800
State Theater	Easton	Commercial	Comfort cooling	200	950
Embassy Theater	Easton	Commercial	Comfort cooling	125	1,250
Riegel Paper Corp.	Easton	Industrial	Process	20	500
Total				1,577	$20,075

*Installed in 1932.

AIR CONDITIONING INSTALLED BY TWO DEALERS

BOSTON — Practicing what they preach, two Frigidaire dealers in this vicinity have installed Frigidaire air-conditioning equipment in their homes, both deciding on the step within the same week.

Robert Irwin of Home Utilities Co., Springfield, Mass., has equipped his new home for controlled climate, and W. C. Taft, New Hampshire Electric Equipment Co., Greenfield N. H., has also air conditioned his residence.

Kerotest Names Sales Representative

DENVER—L. H. Koogle and R. S. Chambers have been appointed factory representatives with offices at 1210 California St. here by Kerotest Mfg. Co. of Pittsburgh.

In addition, a complete stock of Kerotest valves and fittings are to be distributed by Auto Equipment Co. of Denver, which maintains dealers in Colorado Springs, Durango, and Trinidad, Colo.; Scottsbulff, Nebr.; Albuquerque, N. M.; and Laramie, Wyo.

UTILITIES URGED TO ADVANCE AIR COOLING

NEW YORK CITY—Suggestions for the promotion of domestic air-conditioning sales by electric utility companies are presented in a report issued recently by the Edison Electric Institute here.

The report, authorized by the institute's operating committee, is based on data prepared by the home air-conditioning committee of the National Electric Light Association before that organization's dissolution in February of this year.

First suggestion made to utilities is that each of them create a promotional department of one or more sales engineers to direct the company's activities in domestic air-conditioning.

Cooperate with Dealers

Other recommendations are that every utility establish and maintain a cooperative policy with local air-conditioning outlets, and do as much advertising and demonstration of air conditioning as the budget will permit.

A utility's promotional division should consider its prime function that of serving as consulting engineer and sales promoter for local air-conditioning dealers, the report asserts.

It should also assemble a prospect list by means of cold canvass work, direct mail advertising, and personal letters. Technical consultation and sales closing aids should be given to dealers free of charge.

Bureaus or associations of all air-conditioning dealers should be organized by utilities, it is recommended, patterned somewhat after local refrigeration bureaus now in existence.

The report urges that power companies avail themselves of every opportunity to explain and demonstrate air-conditioning before clubs, societies, domestic science classes, etc. It gives special recommendation to this demonstration method:

"Through cooperation with one or more of the leading hotels or apartment houses and the manufacturers of air-conditioning equipment, arrange to have a room or suite of rooms properly air-conditioned, prospective users to be invited to be guests of the utility company or dealer for one or more nights. . . ."

Demonstration Room

At least one room on the sales floor of every utility should be equipped with air conditioning for purposes of demonstration to prospects, says the report. It also suggests that the utility procure one unit, equip it with flexible hosing and rollers, and use it for making trial installations in prospects' homes.

Remainder of the report is given over to detailed outlines of air-conditioning promotion program being used by utilities in various parts of the country. These activities are based primarily upon methods suggested for other utilities in the report.

One other subject touched upon in this study is the profit possibilities of ventilating fan installations. The report suggests that in some localities, it would be well worth while to establish a department to promote sales of these fans in a way similar to that recommended for air-conditioning promotion.

Chairman of the committee which gathered data for the report was W. E. Clement, commercial manager of New Orleans Public Service, Inc. Other members of the group, with their company affiliations, were as follows:

T. R. Dobson (vice chairman), Penn Central Light & Power Co., Altoona, Pa.; E. W. Atkinson, Public Service Co. of Northern Illinois, Chicago; R. S. Bell, Commonwealth & Southern Corp., New York City; J. J. Donovan, head of the air-conditioning department of General Electric Co., New York City.

B. M. Fast, Associated Gas & Electric System, New York City; E. A. Freund, Union Electric Light & Power Co., St. Louis; R. W. Pocock, Frigidaire Corp., Dayton; B. M. Riker, Rockland Light & Power Co., Nyack, N. Y.; S. J. Rummel, San Antonio Public Service Co., San Antonio.

G. D. Wetherbee, Commonwealth Edison Co., Chicago; J. W. Wrenn, Pacific Gas & Electric Co., San Francisco, Calif.; and F. A. Coffin, Milwaukee Electric Railway & Light Co., Milwaukee.

AIRPLANES PRECOOLED WITH SOLID CARBON DIOXIDE

CHICAGO—Pre-cooling of commercial passenger airplanes with solid carbon dioxide was successfully accomplished in tests made this summer at the Chicago airport by the United Air Lines.

In the method used in the tests the dry ice container is placed in the plane for a period of from 12 to 15 minutes, in which time it was found to reduce the temperature from 90° to 65° F.

The planes need only to be precooled, as tests made during the summer showed that planes of the United line were flying at temperature 30° F. cooler than the ground temperature.

An Unusual Advertising Opportunity for the Manufacturer of Refrigeration Component PARTS and MATERIALS

MANUFACTURERS are now planning 1934 electric refrigerator models. Many of these units are at present in the engineering laboratories. Changes are being made, new parts and materials are being tried out. Engineers are on the lookout for component parts which will improve present designs and operations.

NOW is the time to tell these manufacturers what you have to offer and how your product will fit their needs.

Following issues of Electric Refrigeration News will feature engineering articles reflecting progress in design and application to refrigeration of the various important component parts and materials. With this will be included descriptions of the new products and a directory of manufacturers:-

October 11 Issue—
Refrigeration Motors & Controls

October 25 Issue—
Condensers, Evaporators, Valves & Tubing

November 8 Issue—
Insulation, Hardware and Cabinet Finishes

All of these important issues will be read and kept for reference by the executives who buy and the engineers who specify. While every issue of Electric Refrigeration News represents a sound advertising value, these particular issues offer you an unusual opportunity to tell the prospective buyer *who* you are and *what* you have to sell.

Reserve Your Space NOW

ELECTRIC
REFRIGERATION NEWS
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HOME SERVICE

A.G.A. Home Service Group Presents Plans for Future Activities

CHICAGO—Work of the past year was summarized and plans for the future set forth in the annual report of the American Gas Association home service committee presented at the fifteenth annual A. G. A. convention held here Sept. 25 to 29.

Based on a three-year plan of work instituted in 1931, reports were made by subcommittees on the Function and Aims of Home Service, Home Modernization, Home Service Development, Educational Courses, Company Development, Service for Household Magazines, Regional Meetings, Research, Supplement to the Inside Activities Booklet, and Home Service Manual.

Ruth Soule, home economist of Brooklyn Union Gas Co., prepared the report of the subcommittee on the Function and Aims of Home Service, of which she was chairman. Purpose of this section's activity, as pointed out by Home Service Committee Chairman Ruth Kleinmaier in an introduction, was to determine how a home service division can be of most value to a company.

Home Service Functions

"The home service department," Miss Soule pointed out, "should constitute a very important aid to the company's sales objectives, but its members should not take the final merchandise orders. Service activities must be coordinated with sales development plans. Improving the quality of service and thus increasing the sale of gas is one of the main responsibilities of a home service department."

She next explained that a home service operation could be useful to its company in nine specific ways: by cooperation with all departments of the company in sales leads, engineering ideas, etc; by making follow-up calls, complaint calls, and canvass calls; by giving lecture-demonstrations; by individual and class instruction at company headquarters; by assistance in kitchen planning; by neighborhood projects; by cooperating with dealers; by publicity through newspapers, radio, and tie-ins with local groups; and by a careful selection of home service personnel.

Modern Gas Kitchens

Kitchen Modernization was the subject of Kathleen Atkinson's subcommittee report. Miss Atkinson is home service director for the Providence Gas Co., Providence, R. I.

Dividing her report into four parts, Miss Atkinson discussed planning of employe and customer kitchens, standards of the all-gas kitchen, the kitchen in the home about to be built, and model kitchens.

The employe is the first person to interest in a model kitchen and the planning service, she believes, due to the advertising value of an all-gas kitchen in actual use.

Miss Atkinson then listed 14 ways in which prospects for the all-gas kitchen could be secured, as follows:

1. Through advertising a kitchen planning service.
2. By offering special prices on equipment for a limited time, to gain an entree.
3. Giving special courses on cooking and kitchen efficiency.
4. Interweaving kitchen modernization information with lecture-demonstrations.
5. Making home call contacts after customer has purchased one piece of equipment.
6. Establishing model kitchen exhibits in main office.
7. Giving talks before women's clubs.
8. Neighborhood competitions following demonstrations, based on the most up-to-date kitchen.
9. Cooperating with fairs, food and household equipment shows.
10. Contacting high school groups.
11. Through company employes.
12. Through architects.
13. Getting names of newly engaged girls from society columns.
14. In combination companies, by including specifications for model gas kitchen with lighting recommendations.

The modern gas kitchen, she pointed out, should include a gas refrigerator, gas range, and gas-heated water, as well as adequate standard utensils.

Kitchen Planning

In organizing a kitchen service plan for a utility, Miss Atkinson explained that as much information as possible on equipment should be secured through builders, architects, plumbers, cabinet manufacturers, and manufacturers of floor and wall coverings.

"It is further suggested," said Miss Atkinson, "that the local stores be canvassed to find out what lines of good equipment and other kitchen furnishings they carry. Obtain prices and catalogs, and samples of paper, curtain material, floor coverings, etc., where possible. Price information should be used as a guide when making a general estimate of probable cost for a customer. The customer should do all subsequent shopping and be responsible for her own decisions. The home service worker should act only as a guide."

In carrying out the service, a survey call is made on the prospect, in which her kitchen equipment is listed and dimensions of the kitchen secured. A drawing of the kitchen is then prepared by the home service department, turned into a blueprint showing the modernized kitchen, and finally finished as a colored picture by the company architect. This drawing is sent to the prospect, together with marked catalogs showing new equipment suggested and other helpful material.

New Opportunities Offered

That there is an even greater field for home service activity during this time of depression than has been apparent for some time was the point brought out by Elsie Hinkley of Tappan Stove Co., Mansfield, Ohio, chairman of the Home Service Development subcommittee.

"One has only to look about," she maintained, "to see the large numbers of women flocking to all sorts and kinds of foods and home-making programs everywhere, to see the increased interest in these things.

"Many firms selling kitchen utensils are having unusually good business for the times. A number of restaurant and tea room managers operating eating places in the apartment house districts of the large cities tell of loss in business because more people are eating at home.

"The low price of food as well as lowered income has created greater interest in home cooking, and housewives are finding too that it requires a better knowledge of home making and all its problems to live on lowered budgets. More and more women are having to do all their own work. All these things are developing increased interest in the home."

And this situation, combined with a long-suppressed desire to own appliances, offers a great opportunity to sales forces at the present time, Miss Hinkley pointed out that the home service department can assist the sales force very materially by showing women how to improve their abilities in the kitchen, and illustrating the economy of owning up-to-date equipment.

Cooperation in Selling

From contacting home service departments Miss Hinkley noted an increase in this cooperation between home service departments and sales forces during the past year, as well as a broadening of home service programs to include complete gas equipment for the home instead of just for the kitchen.

"In observing various home service departments over the country," she added, "this committee has been interested in noting the differences in equipment and in general attractiveness of home service headquarters. Generally speaking, electric companies have developed the most attractive surroundings for their departments."

Work of the Service for Household Magazines subcommittee involved preparation of a list of literature available from A. G. A. headquarters which can be used as publicity through publication in national magazines, according to Dorothy Shank, American Stove Co., Cleveland, who reported on this subcommittee.

To her report, she appended suggested subjects and titles to assist home service women in writing articles for publication.

Educational Courses

Ada Bessie Swann, home economist with Public Service Electric & Gas Co., Newark, reported on Educational Courses for the past year.

Major feature of the committee's educational program was a three-day Course in Domestic Appliances and Home Service Conference held at the Consolidated Gas Co. of New York home service headquarters March 25-27 of this year. Over 200 men and women attended this conference, according to Miss Swann, and listened to lectures on gas refrigeration, gas ranges, trade-dealer contacts, customer service, air-conditioning, the gas industry's contribution to the world's fair, and kitchen modernization.

Columbia University offered a summer session course this year in household appliances, in cooperation with the American Gas Association, while New York University devoted six lessons of its equipment course in 1932-33 to the study of gas equipment.

"Home service in a company organization does not function as a department in itself; its work is related to every phase of the company's business with especial reference to the departments of sales, service, utilization, advertising, and display. Many times these departments are not fully aware of the full scope of home service activities, and so it is recommended that every home service department endeavor to bring before these allied departments all available material that is coming into their office on home service activities and results throughout the industry."

Report on Literature

Stressing this correlation of activities, Sybil Stearns Consolidated Gas Co. of New York, and chairman of the Inter-Company Development sub-committee, reported on home service literature which goes regularly to gas utility home service operations. In discussing each piece of literature, Miss Stearns was careful to point out how it could most effectively be passed on to other departments in a company for notation.

Literature she described included the Home Service Manual (consisting of four booklets costing 10 cents each entitled, "Home Calls," "Inside Activities," "Outside Activities," and "Home Service Aims, Organization, and Publicity"); annual reports of subcommittees submitted at A. G. A. conventions; the Home Service News Letter, described as "a clearing house of information regarding home service activities throughout the gas industry"; home service conference reports constantly being added by A. G. A. headquarters library; and bulletins and books issued by testing institutes of women's magazines.

How home service may be presented effectively to sales forces and home economists at sales conferences was the subject of Karen Fladoes' report, home service director with the Equitable Gas Co., Pittsburgh, Pa. She was chairman of the subcommittee on Regional Meetings.

The skit or play was suggested in her report as the best way of presenting the home service story to salesmen. A summary of home service meetings held during the year in connection with sales conference was included.

Sample Demonstrations

Jessie M. Read, Consumers Gas Co. of Toronto, Can., submitted sample lecture demonstrations and a complete list of equipment for furnishing a home service auditorium as a supplement to the home service booklet on "Inside Activities."

Her subcommittee, which prepared the material, had worked out three model lectures, one a straight gas appliance talk, second a food demonstration and appliance talk, and third a food demonstration with reference only to applinaces.

Research Work

F. R. Wright of American Gas Association Testing Laboratory in Cleveland, summarized the work of the Research subcommittee for the year.

Besides intensive work the laboratory has been doing since 1926 to establish satisfactory requirement standards for gas appliances, this year much has been done in the testing of 42 makes of "gas savers," devices now being sold independent of appliance sales, usually by door-to-door methods.

Results of the tests, Mr. Wright explained, showed that in no case were such devices capable of effecting the expected saving in gas, and in some cases they proved harmful to the appliances.

A detailed listing of gas home service articles which appeared in 1932 and 1933 national magazines concluded the annual report.

1,600 KENTUCKIENNES ATTEND G-E SCHOOLS

LOUISVILLE, Ky.—Sixteen hundred women, half of whom recorded themselves as prospects for a G-E refrigerator or range, attended a series of 13 two-day cooking schools just concluded in surrounding Kentucky towns by the home service department of Thompson-Sterling Co., General Electric distributor here.

Names of the dealers sponsoring the demonstrations, with their towns, are as follows:

Electric Shop, Harrodsburg, attendance 76; Gooch Electric Radio Co., Somerset, 132; Bryant Hardware Co., Danville, 33; Service Shop, Winchester, 127; Howell Hardware Co., Mt. Sterling, 90; New Motors Co., Whitesburg, 87; Kentucky-Virginia Electric Co., Pineville, 104.

Dixie Hardware Co., Middleboro, 147; Owensboro Electric Co., Owensboro, 112; Princeton Lumber Co., Princeton, 248; Ruby Lumber Co., Madisonville, 196; Travis Electric Co., Fulton, 50.

Westinghouse Holds Two Schools

DETROIT — Ruth McManus, Westinghouse home economist in charge of range activities, conducted four cooking schools in Michigan last week.

On Tuesday and Wednesday Miss McManus talked to prospects of Heights Lumber Co. at the dealer's headquarters in Muskegon.

Under the auspices of Meyer Music House, Holland, she demonstrated Westinghouse equipment to 112 women on Thursday and 200 on Friday. Both meetings were held in the Holland Women's Literary Club rooms.

STRONGER . . . LASTS LONGER . . . BECAUSE IT'S

Rigid!

REFRIGERATOR manufacturers seeking a low-cost, efficient insulation are choosing Armstrong's Temlok. And with good reason! Besides being an excellent insulator (its coefficient of thermal conductivity is only .28), this rigid fibreboard offers several vital advantages.

For one thing, its rigidity gives extra strength and "backbone" to cabinet walls. Armstrong's Temlok will not settle or pack. Vibration will not jar it down.

And here's another important point! Armstrong's Temlok is *naturally* moisture-resistant because it's made from the resinous heartwood fibres of southern pine. Armstrong's Temlok is also sized to give air-tight fit at every point. This means no air vents, no moisture pockets. In short, *this* insulation maintains its efficiency in actual service. Armstrong's Temlok can be counted on to give proper insulation throughout the life of the cabinet.

Temlok is supplied in factory-fabricated sets, ready for time-saving application. It's backed by the name, Armstrong, long recognized as a leader in the field of high quality insulation; makers also of the nationally-known Armstrong's Linoleum. For samples and full information about this new and better fibreboard insulation, just mail the coupon below. Armstrong Cork & Insulation Company, 917 Concord Street, Lancaster, Pennsylvania.

ARMSTRONG CORK & INSULATION CO.
917 Concord St., Lancaster, Pa.

Please send me complete details regarding Armstrong's Temlok Refrigerator Insulation.

☐ Please send sample.

Name .....

Street .....

City ..... State .....

Frigidaire Develops Direct Mail for Salesmen, Users, and Prospects

(*Continued from Page 1, Column 3*)

ganization," asserted Frank R. Pierce, sales manager of Frigidaire.

"Besides selling household Frigidaires to home owners, we have as prospects practically everyone — the butcher, the baker, the candlestick maker. And, you can take this literally, if you want, because wherever people live, work or play, refrigeration of some kind is needed, and we endeavor to sell equipment to answer that need.

"We sell the photographer equipment to keep his developing solutions at the proper temperature. We sell the baker equipment for three different phases of his business.

"And, no matter whether the prospect is an undertaker, a florist, a steel plant manager, tobacco plant operator, apartment owner, or a beer parlor keeper, we have something to sell him. Often, we have several different lines of equipment he may need.

Distribution Problem

"Developing uses of the mails to sell these people presents a real problem. We cannot afford to miss any bets, yet it would be easy to 'go broke' producing direct mail to sell each and every one of them.

"Another reason our problem is complicated lies in the nature of our distribution system," he continued.

"In the early days of refrigerator selling, our system was fairly simple. We had an exclusive dealer organization which handled Frigidaire alone or possibly Frigidaire and Delco-Light equipment. Specialty selling was the only way Frigidaires could be sold successfully, and our problems were fairly clear-cut.

"Today, however, with the gradual change from specialty selling methods to merchandising methods, and with the development of the refrigeration industry to the point where refrigerators are being sold by every type of outlet, our problem has become exceedingly complex.

"Not only that, but in commercial fields that I have just mentioned, we must have in our organization people qualified to sell this wide variety of markets—and this complicates our problem still more.

"In brief, our distribution is handled through some 5,000 dealers made up of exclusive Frigidaire dealers, power companies, department stores, hardware stores, tire stores, and even some undertakers and drug stores.

"The sales organization includes a grand total of some 15,000 men divided among 44 district distributorships and branches throughout the United States. In addition, Frigidaire is represented in practically all foreign countries."

Frigidaire's use of the mails may be divided into three main divisions, stated Mr. Pierce. He listed them as follows:

1. To the Frigidaire sales organization to build morale, and promotion plans and ideas.

2 To owners of Frigidaire equipment to help retain their good will and to enlist their aid in our sales work.

3. To prospects for the varied line of Frigidaire equipment.

This first group is divided into two broad classifications. Frigidaire uses the mails in building business through its sales organization:

1. To build morale, and
2. To promote special activities and sales campaigns.

"In this phase of our direct mail a few years ago," he went on, "we were using virtually every type of mailing piece with great frequency.

"We had so many activities to promote and so many divisions at the factory who wished to encourage the field organization to use their particular idea that the use of the mails to our own sales organization actually became a disadvantage.

"We were sending so much mail to the field that if they read it all, the amount of time they could devote to actual selling would be seriously affected.

Develop BTU News

"So it was decided to combine in every way possible promotional ideas to be sent to the field by mail in one factory publication called the *BTU News*.

"In addition to the *BTU News*, of course, it is necessary from time to time to place special emphasis on some particular idea or plan. When this is done, it is now comparatively easy to secure such emphasis, because special mailings going from the factory represent the unusual rather than the usual.

"Varying business conditions and sales problems are used as an indicator both as to the subject and timing of our mailings. At selected periods, we send direct from our factory to dealers and salesmen personal messages from our president, E. G. Biechler.

"In these, he talks to them straight from the shoulder regarding business trends and Frigidaire policies. He tells them why he feels that they have a right to be encouraged with their future in the Frigidaire business.

"Every effort is made to exclude from such messages every trace of high-pressure promotion. The technique of individual selling is omitted, and broader, more impressive, and more dignified phases are discussed.

"Under the heading, Promotion of Special Activities, Frigidaire uses the mails consistently throughout the year. To give you some idea of this, as many as 200,000 individual items of this kind have been mailed in a single year.

Sell Convention Idea

"One of the most interesting angles of this year's mail promotion from the factory," continued the speaker, "was selling to our dealers and salesmen the idea of coming to our sales convention.

"In the past, this problem was comparatively easy, because it was customary for the factory and distributors to help defray traveling expenses of men who attended. But this year it was different.

"We were in one of the darkest periods in our economic history—and there was no doubt about that, so it was decided to have the men pay their own way.

"Here was a real problem—and one which we attacked successfully on a direct mail basis. To do this job a series of special broadsides was sent to each man.

"I would like you to take a mental trip with me back to Dayton, on a certain day in March of this year. There we were at the Frigidaire factory with millions of dollars invested in a complete new line of products.

"We were set up to spend more than $250,000 on sales conventions involving four crews and meeting in 36 key cities. Special baggage cars were loaded with complete stage and other equipment, including 11 reels of sound pictures for each crew.

"Months had been spent in developing the convention program, which was timed to the minute the same as a professional theatrical production and which was to be given every other day in some key city.

"The direct mail urging the whole organization to attend had all been sent. Advance publicity was on the way. Preparations were complete.

"There we were, gentlemen, and what happened?" Mr. Pierce paused for effect. "Every bank in the country closed its doors! What a time to launch a series of conventions! What a time to imbue an organization of 15,000 men with hopefulness and enthusiasm! What a time indeed!

Change in Picture

"A staff meeting was held and it was decided to go forward and let the chips fall where they might. As one major distributor put it, 'I might as well go broke in a big way, because I'll go broke anyway if this thing doesn't go through.'

"So the conventions went on, and just before the crews left Dayton, Mr. Biechler, our president, in his farewell speech to them said—'Well boys, by the time you get back everything will have gone to hell or things will be a lot better.'

"True enough, by the time we had returned to Dayton, the whole picture had changed—and, as most of you know, the spring of 1933 was one of the greatest refrigerator selling seasons in the history of the business.

"After a series of two morale-building broadsides from our president, our sales organization received a series entitled 'Big Things Ahead,' 'Frigidaire Is Now Setting the Stage,' 'The Big Climax.'

Sell Service by Mail

"We carried the teaser copy throughout without telling them what they were going to be shown. We assured them that everything they would see at the convention in products and in plans would make the trip worth many times what they would have to pay for it. Here was a mail-order campaign *within a campaign*. It was probably the most crucial campaign we have ever conducted—*and it worked!*"

Frigidaire also uses the mails, Mr. Pierce pointed out, for selling its field organization on the use of:

Direct mail services.
Window display service.
Slide film projectors and films.
Booklets and other literature.
Outdoor and special signs.
Special contests.
Specialty selling ideas.

"The second way we use direct mail to build business," Mr. Pierce went on, "is through our users. As most of you no doubt will agree, a satisfied user is one of the greatest assets a selling organization can have.

Users Become Salesmen

"A large proportion of these users not only are willing but anxious to help persuade their friends to enjoy Frigidaire the same as they do.

"We know our user plan is not exclusive. Virtually all wide-awake manufacturers of electric refrigerators are using some part of this idea.

"However, we have one which we like very much, partly because it has brought us close to two million dollars worth of business during this year.

"There are two items only involved in the plan. One is what we call the 'Frigidaire Good-Will Gift Set'—a handsome set of dishes. This gift set is featured in a special mailing piece that is sold to the dealer at a cent and a half each.

"The special folder includes a return card with space for five names of friends, and the user is promised one of these sets of dishes for each friend sold within 30 days.

"There is nothing very complicated or intricate about this plan, yet it works, and its simplicity may be one reason why it works so well. It is primarily a direct mail proposition.

12 Million Pieces

"By this time you may be wondering," smiled Mr. Pierce, "whether we have any time or money left to send direct mail to our prospects. As a matter of fact, I imagine we spend about 10 per cent of our total advertising appropriation for direct mail to prospects.

"We consider the use of direct mail in this way so important that we have established at our factory a separate direct mail department which has been functioning for several years.

"This department uses 4,000 sq. ft. of floor space and has handled as many as 55 employes, with three shifts at times like Christmas when a great deal of mail must be sent in a very short time.

"This year we have mailed from the factory approximately 2,000,000 pieces of direct mail. And, in addition, we have provided close to 10,000,000 pieces for our field organization for mailing by department stores, public utilities, and other outlets.

50-25-25 Cost Distribution

"In all cases the cost of direct mail is shared by the dealer, distributor, and factory, usually on the basis of 50 per cent paid by the factory, 25 per cent by the dealer, and 25 per cent by the distributor. Usually no charge is made to the salesman, but in some cases this has been done. We do *not* recommend it.

"While Frigidaire believes in direct mail and uses it widely, we believe there is a limit to the amount of direct mail assistance that should be given in the case of household Frigidaires.

"To be more specific, there are certain seasons of the year when we believe the usual type of factory direct mail service is not worth what it costs in selling refrigerators priced as low as $96.

"Our experience has shown that in summer months, especially in June and July, the majority of prospects contacted by our salesmen are those who are shopping for refrigerators.

"They have decided that they need a refrigerator, and their decision to buy one make or another or to put off buying usually is made within a few days after the salesman discovers them. The salesman does not have time to send the name to the factory and get a piece of direct mail back to that prospect before such a decision is made.

"It has been our conclusion, therefore, that the use of direct mail in household selling must be carefully analyzed—must be timed both with respect to season and in relation to specific campaigns.

Christmas Campaign

"At Christmas, however, we believe a barrage of Christmas direct mail preceding and following the salesman's call on all good prospects is very valuable.

"The salesman has a great many prospects who are not necessarily in the shopping mood, as far as electric refrigerators are concerned. In the short time during which the Christmas spirit is active, salesmen cannot possibly get around fast enough to cover their prospect lists adequately.

"We believe in helping them at this time with direct mail, impressing on every prospect the wisdom of giving Frigidaire as a Christmas gift.

"In the period between winter and the spring-buying season, we also believe in cultivating good prospects with periodic mailings to keep them reminded of Frigidaire and the local dealer so that when the time comes later when they are in more of a buying mood, they will be more likely to visit the dealer's store or to give his salesman a successful interview."

Sell Need and Advantages

In general, three types of messages have been used, declared the speaker:

1. Selling the need for adequate refrigeration and selling the Economy and Pays for Itself ideas.

2. Selling the advantages of Frigidaire as compared with other electric refrigerators, especially those in the extremely low price bracket of which so many have sprung up in the past two years.

3. Announcing new products with new features. One of our pieces for this purpose was a novelty booklet that so far as I know represents the first use of third dimension printing in the refrigeration industry—the piece which was used ideally by us in direct mailings not only to regular prospects but to 140,000 employe members of the General Motors family.

"One booklet was produced for Christmas use and was designed so that the prospect's name could be printed on the front cover. A test was made involving 20,000 prospects, and results showed that the effectiveness of the personalized piece was noticeably greater than that of the piece not being personalized.

Another piece scarcely mentioned Frigidaire as a product, but sold the idea of coming to a Frigidaire showroom to secure a free copy of a new book entitled "The Frigidaire Key to Meal Planning." This piece was one of the keynotes of a recent campaign. More than 5,000,000 were used.

"We use the mails very extensively," Mr. Pierce continued, "in developing a new industry—a lusty infant that is growing up fast. I refer to air conditioning.

Air-Conditioning Promotion

"Men familiar with the field will recall that in 1929 Frigidaire announced what it was pleased to call a room cooler. There wasn't any advertising to speak of on this product and only a few were produced. I believe there was only one piece of literature containing a picture of the air conditioner and an urge to turn on the cold.

"It's a far cry from this original product to the present air conditioners which represent the Frigidaire line. During the same short period of some four years, many other companies have entered this field. Trade papers and magazines have been full of this subject.

"Almost anyone today will agree that before long new buildings not equipped with adequate air conditioning will be just as obsolete as a building without adequate heating facilities.

"The past depression, of course, did not help the air-conditioning business. But now that we are on the road to recovery, you would be surprised to learn how the air-conditioning business has grown.

"In some towns, even this year, the better class restaurant not equipped with air conditioning of some kind just wasn't in the running. Owners of dress shops, beauty shops, and retail stores of all kinds realize they must have air conditioning if they are going to retain summer volume.

"And, I venture to predict, within

(*Continued on Page 13, Column 1*)

Fulton Adjustable
REFRIGERATOR
COVERS
Fit any size refrigerator. Big saving over old styles. Easy to adjust—more convenient. Made of strong, durable green drill—flannel lining and non-lump filler. Write for prices today.
Fulton Bag & Cotton Mills

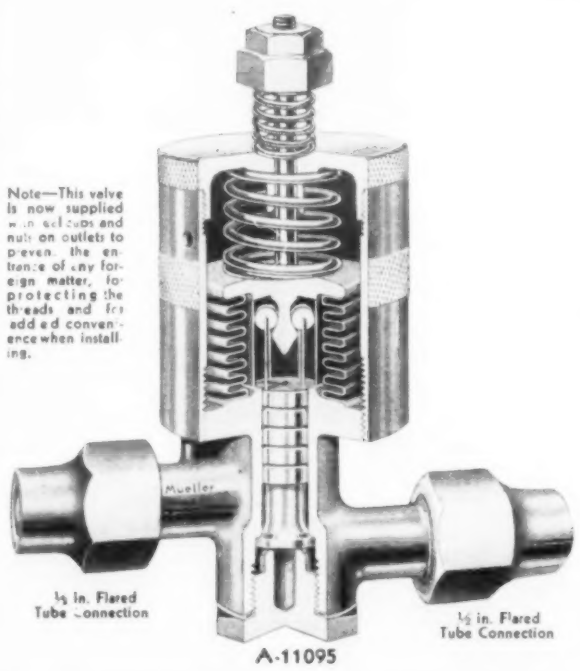
WE ARE BUILDERS OF
QUALITY
REFRIGERATOR CABINETS
SEND US YOUR SPECIFICATIONS
ERIE ART METAL CO.
ERIE, PA.

McCORD
REFRIGERATION
PRODUCTS

Commercial Evaporators
Domestic Evaporators
Condensers
McCord Ice Trays
Spiral Finned Tubing
Spiral Copper Finned Iron,
Steel or Copper Pipe

McCORD
RADIATOR &
MFG. CO.
DETROIT - - MICH.

A Two-Temperature Control Valve That Will Maintain the Range in Temperature You Require for Refrigerator and Display Case or Cooling Cabinet



Note—This valve is now supplied with collars and nuts on outlets to prevent the entrance of any foreign matter, for protecting the threads and for added convenience when installing.

½ in. Flared Tube Connection

½ in. Flared Tube Connection

A-11095

This valve is so constructed that by merely turning the outside knurled case a service man can raise or lower the temperature without danger of losing the differential which has been previously set.

The differential is built into the valve and cannot be changed.

The temperature range may be changed without the necessity of a recheck or numerous visits of the service man.

Simplicity of construction insures a long and trouble proof service.

The snap action feature prevents seat erosion and assures uniform performance.

The body is a brass forging and is therefore seep proof and free from defects.

NOTE—When Ordering Specify "Cut-In" and "Cut-Out" Readings

Mueller Brass Co.
PORT HURON, MICHIGAN

Mueller Brass Co. Valves and Fittings are approved by the Underwriters' Laboratories of Chicago

We manufacture a complete line of valves and fittings and can supply your every requirement

Frigidaire's Air Conditioning Promotion Described To Direct Mail Convention

(*Continued from Page 12, Column 5*)

the next few years the air-conditioning industry will have a growth that will equal, if not surpass, the growth of the electric refrigeration industry during the past decade."

In using direct mail to get air-conditioning business, Frigidaire divides its prospects into three broad groups:

1. Prospects who will buy because they want to be comfortable.
2. Prospects who will buy because it will help them in their business.
3. Prospects who will buy because of health.

Although the last group is by far the smallest, as often happens, it is the most interesting, Mr. Pierce observed. At the present time Frigidaire has available for its air-conditioning dealers a direct mail service to doctors, hospitals, and others who may be interested, giving very complete information on the benefits of air conditoning to invalids and those suffering from various disorders.

"You may have seen in the newspapers," he explained, "that a number of tests and experiments have been made by national authorities regarding the effect of air conditioning in the treatment of hay fever.

"I have a booklet that we have produced and are using both as direct mail and in other distribution covering the use of Frigidaire in this field. It has had an unusual demand.

For Hay Fever Prospects

"If you are a sneezer or a wheezer—and I'll bet my hat 6 per cent of the audience falls in this class—drop me a card sometime and I'll send you a copy.

"In addition to household refrigeration and air conditioning, there is, of course, our widely diversified commercial field where we also have used direct mail to the extent of several hundred thousand mailings a year.

"A standardized service has been offered our dealers to all the usual types of refrigeration prospects, including meat markets, grocers, restaurants as well as to prospects for water coolers, beer coolers, and milk coolers.

"The first pieces are what we call our Printed Service, wherein we tie-in 100 per cent with the story the salesman is telling, and prepare the piece in such a way that it appears to be printed especially for the local dealer.

"In addition to this service, we have one in which we get closer to the fundamentals of direct mail than we have ever done before. The idea was born when we were about to launch a new plan of selling the commercial field—a field which, by the way, has been worked hard by many manufacturers—a field which was particularly hard hit by the recent depression.

Tie-in with Sales Plan

"We had a good plan, and we wanted a direct mail service to fit this plan without compromise of any kind. Instead of deciding to use any particular type, we analyzed the results of a preliminary test on this plan that had been made in several of our leading districts. We took the salesman's report and analyzed the remarks—what the prospect had said—why he was going to put off buying until spring—why he was thinking of some other make.

"We then asked ourselves how we could use the mails to help our sales force get business from these people. Our answer was that we must use the mails as people used to do years back. We must write to each of these prospects a personal letter.

"We must make it clear that this is a personal letter to this man—not a general message that will also be received by thousands of others in the same line of business.

"We must do this by talking about this man's specific problems, by mentioning the name of the salesman, the name of the dealer, and the particular refrigeration need that is to be met.

"We must make this letter friendly and sincere, and we must acquaint the salesman with this message at the same time as we send it to the prospect.

"So far, it was all very simple, but how could we make a set-up to handle the whole thing on an economical basis? It was a real problem, and in accordance with our previous methods of testing the plan we decided to test the direct mail.

"At first, it was rather slow-going, this business of writing personal letters to our prospects, but soon we found that the darn thing was working. Now and then a salesman would write back and say he closed a sale—the prospect was flattered—the prospect said he would buy soon. He wondered how the factory had found out about him. He had been putting off the salesman for three years, but this was the last straw.

"Back to Fundamentals"

"So, we took the letters that were bringing the best results and analyzed them. We picked the paragraphs that were producing results, and made a book, so that now with a comparatively small staff we are able to send letters to several hundred prospects each week.

"Although this number is put in the shade by some of the figures representing direct mail usage in previous years, we do know that the direct mail we are sending—this direct mail which got back to fundamentals—is clicking.

"The salesmen like it, even though they have to fill in a whole form instead of simply a prospect's name. The prospects like it and have told us so. We know that we are getting better results from 10 such letters than we did before from 200 conventional pieces.

"This plan is still in its development stage. We do not know how far it will go, nor how valuable it may become to us, because in addition to helping us get sales, it gives us a cross-section of information on our market in every district in the country."

Control Chief Discusses Effect of NRA Laws

Major A. Heath Onthank, chief of control division of the National Recovery Administration, spoke before the Direct Mail Advertising Association somewhat as follows:

"Presupposing a successful continuation of the present trends of re-employment and wage raising—that is to say, presuming complete success of the NRA program, and I can state emphatically that there can be no valid presumption to the contrary—there will follow certain general results which will be of immense importance to all producers and distributors of consumer goods.

New Buyers Under NRA

"Firstly, millions of men and women recently unemployed are going to start working again and to start spending again. Already about two and one-half million persons have become purchasing assets instead of dependent liabilities.

"At a low average of $15 per week, their employment alone would add about two billion dollars to the nation's yearly purchasing power. In reality, it must far exceed that figure.

"With the eventual re-employment of most of the twelve million persons recently out of work, our national income figure of about ninety billions will again be approached.

"Secondly, millions of men and women recently unemployed are going to receive higher wages than they ever did before, and will have more money to spend than heretofore.

"The raising of former minimum wages to what the President has called a 'living wage' is one of the most important results of the NRA program. Another important corollary is that there is going to be more leisure in which to spend this increased income.

"Thirdly, the effect of the depression will probably linger longer on those who previously earned large incomes; there will be a lag in the increase of their incomes to their former levels. How far down the scale of income this tendency will reach is now a matter of question; at present, and in the near future, it is undoubtedly widespread.

Increased Commodity Prices

"Fourthly, there will be an immediate and all-inclusive increase of commodity prices. This will have the effect of partially counterbalancing the wage increase, unless wage increases keep abreast of price increases to the end that a definite enhancement of 'real' as opposed to 'paper' purchasing power will ensue.

"From these various impulses, then, there will come a definite change in the relative value of markets which is of prime importance to you as sellers or as servers to selling organizations. Let us try to analyze some of the results more closely to see what markets will be effected and how.

Higher Wages for Labor

"*Unskilled labor.* The unskilled market is generally going to receive higher wages than it has had in the past, and consequently will have a greatly increased mass purchasing power.

"This is not only true of the market in toto, but it is especially true of various sections of the market, where the percentage of increase will differ markedly, and consequently where purchasing power and purchasing habits will change most. An example of this is the greater percentage of minimum wage increases for certain industries in the South as against the North.

"One result of this change in market values will be a change in the demand for certain types of goods. A wider variety of necessity goods will be sold to these markets. And there will probably result an increased demand for luxury goods.

"Manufacturers might well give some attention to production of luxury goods on a new low-scale basis which will be within the purchasing range of this market. Advertisers may well pay more attention to the basic appeals which will produce most sales there.

Protecting Skilled Labor

"*Skilled labor.* The skilled labor market stands to benefit as much if not more than the unskilled market. Great precautions are being taken in the NRA that the change in wages and hours does not react detrimentally to this class.

"Except that the range of purchasing power and commodities affected is greatly widened, the same results will obtain in this market as applied in the case of the unskilled labor market. Purchasing power will be increased, and a wider range of goods will find favor, especially in the luxury and semi-luxury classes.

"These same factors will also apply in some measure to the lower ranks of the white collar workers.

Slower for Professional Groups

"*Professional classes.* Unfortunately the prospect may not appear so rosy for the semi-professional and professional classes, and for the managerial and executive groups. Their incomes will be more gradually affected by the better conditions which codes will produce.

"Business may wait to see real black-ink figures before raising the salaries of these groups. John J. Consumer tends to put off that tonsil operation until he has a savings bank nest egg.

"The best thing that can happen for these groups is a quick restoration of additional purchasing power in the lower classes—exactly what the NRA is promoting. As mass income improves, higher class salaries and fees will increase.

"The lag in professional salaries is a matter of history; it will probably repeat itself, except in a few cases such as the lawyers who have hitched the tails of their morning coats to the NRA kite.

New Values for Wealthy Classes

"*Wealth classes.* It is likely to be some time before the incomes of the so-called 'wealthy' classes approach their former 1929 fancy levels. My guess is that the boom market for large steam yachts is a long way off.

"There will undoubtedly be a gradual increase of income and purchasing power in this group as corporate profits and salaries slowly regain their former planes, but this evolution is likely to be very slow. The market for super-luxuries will probably be one of the last to reach normal levels.

"As soon as all the shouting and the tumult of code hearings have died away, it will be found that an important new set of market valuations has been produced, both per se and relatively. What are manufacturers and distributors going to do about this shifting of market values?

"It seems to me that first of all there is indicated a vastly increased job for market analysis. These new relations of market purchasing power must be discovered and analyzed before anything but wild shot-gun-selling can be attempted. For you who so carefully study the relations of results to costs, this pre-requisite is even more necessary.

"It would be rash of me to cite a complete list of important market studies which should be started, but I may stimulate your own imaginations by mentioning a few.

"I have already mentioned one, viz. the changes in relationships in and between class markets as regards purchasing power and purchasing habits for commodities. This should immediately be qualified on a geographical basis.

Effects on Small Towns

"For example, what will be the effect on the many small factory towns in the South because of the greatly increased unskilled labor wages? How will they compare now with similar towns in the North? Have NRA codes made such market units more comparable in purchasing power, and to what extent? Is the same true of larger towns and cities?

"There are certain negative factors which must be considered in this connection. Many persons claim that the negro worker will not work even the shorter hours to get increased pay; that being accustomed to $7 or $8 a week, he will work only long enough to earn this amount and then take off the remainder of the week.

"The same, it is claimed, applies to many unskilled Mexican workers. If borne out by investigation these facts would materially change the presumed market values. They should be determined soon.

"The effect of the Agricultural Adjustment Act will have a tremendous effect on the rural market, both as a whole and by specific sections. What will be the exact effects on rural purchasing power? What effect will it have on the age-old farm-market vs. city-market controversy?

"The farm market must come back, else we shall have no real prosperity. I can see now the furious boiling of the market analysts pot in the farm journal offices. I trust the resultant 'mess' of figures will be helpful in solving these new problems.

Large Lower Market Groups

"The whole scale of class buying percentages should be restudied and redetermined. It was a commonly quoted figure that 85 per cent of the entire market was in the lower market groups. What will be the effect of the NRA wage increases on this figure?

"I have already mentioned the probable effect on increased purchasing of necessities and low-priced luxuries. This thesis should be substantiated by individual product studies and tests.

"If it is proved sound, it will give our producers an opportunity to make a tremendous sociological contribution to the welfare of the nation by a wider distribution of low-cost 'happiness products' for which there is a new market.

"If the pending retail codes are approved with their proposed 'stop-loss' provisions, it may well betoken a new deal for trade outlets and their relations to manufacturers. Some straight thinking will be needed here, and I suggest that a few preliminary analyses would be helpful to the accuracy of the thought.

"All relations of the department store—mail order—chain store—independent store question are reopened on a fresh basis of competitive possibilities. Operations under the new code should be watched carefully. I am banking on our American ingenuity to produce some exceptional developments in retailing.

"These are but a few of the problems on which the searchlight of mar-

(*Concluded on Page 15, Column 4*)

A 4-Star Steel Sheet *for* Refrigerators, Cabinets, Ice Boxes

A quartet always has four people and steel sheets that are most suitable for high grade cabinet manufacture must have at least four qualities—workability, surface, rust-resistance and a peel proof coating. Superior Galvannealed is recognized by leading cabinet makers as an outstanding contribution to the cabinet industry. It is especially recommended for use where corrosion producing elements are present.

The Superior Sheet Steel Co.

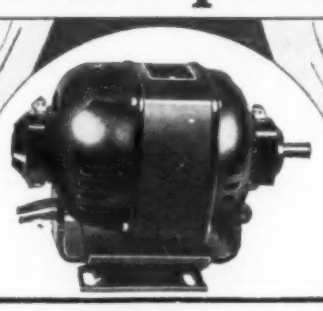
Canton, Ohio

Division of Continental Steel Corporation

- Superior Galvannealed is a special analysis steel sheet.
- Zinc coated by a patented heat-treating process that *bonds* the coating to the base metal.
- The coating will not chip, flake or peel under the most difficult forming operations.
- The surface will take and retain any finish—paint, lacquer or enamel—without preparatory treatment.

Superior Galvannealed PATENTED PROCESS

Quiet and Dependable



The special flexible mounting that characterizes the Leland design recommended for refrigerator compressor drive partially explains why the Leland is so unusually quiet in operation—why there can be no noise—no transmission of vibration—no radio interference.

Get one for comparison and test. You will be surprised.

The Leland Electric Co., Dayton, Ohio, U.S.A.

Canadian Address Toronto — Cable Address "Leleet"

Leland Motors

PATENTS

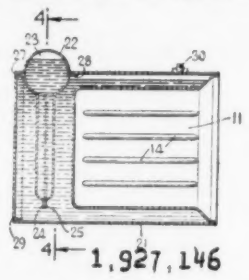
ISSUED SEPT. 19, 1933

1,927,073. AIR WASHER. Ferdinand C. Ruehl, St. Louis, Mo. Application Aug. 26, 1932. Serial No. 630,548. 1 Claim. (Cl. 261—116.)

An air washer comprising an inner and outer shell, an air intake to said inner shell, a blower discharge connecting to said inner shell, a blower positioned in said inner shell adjacent said blower discharge, eliminator plates positioned in said inner shell adjacent said blower, tangential nozzles secured in said inner shell, a water strainer positioned in said inner shell, means of fluid communication between said strainer and the exterior of said air washer.

1,927,146. REFRIGERATION. Edward T. Williams, New Rochelle, N. Y. Application Aug. 7, 1930. Serial No. 473,555. 14 Claims. (Cl. 62—95.)

1. A cooling element comprising a double walled shell having a chamber formed between said walls at one end of the cooling element and a refrigerant expansion cham-



ber located wholly within said chamber a portion of said expansion chamber being formed by a portion of the double walled shell.

1,927,168. REFRIGERATING APPARATUS. Justus C. Goosmann, Mount Vernon, N. Y. Application March 17, 1932. Serial No. 599,406. 4 Claims. (Cl. 62—91.5.)

4. In an apparatus of the character described comprising an outer container, an inner container, an inner container adapted to hold solid carbon dioxide and having a space between the containers, means for conveying the carbon dioxide vapor from the inner container to the space between the inner and outer containers, and a thermostatic arm mounted by one end upon the outer container in thermal contact therewith and positioned upon flexure to engage the inner container to effect thermal contact therewith, said arm being in the space between the inner and outer containers and subjected to the carbon dioxide vapor therein to prevent the accumulation of frost thereon.

1,927,173. SOLID CARBON DIOXIDE PRODUCT AND METHOD OF AND APPARATUS FOR MAKING IT. Charles L. Jones, Pittsburgh, Pa., and John D. Small, New York, N. Y., assignors to Dryice Corp. of America, New York, N. Y., a Corporation of Delaware. Application March 28, 1929. Serial No. 350,588. 11 Claims. (Cl. 62—121.)

1. In a method of making blocks by compressing a mass of solid carbon dioxide crystals, the step which includes freezing liquid carbon dioxide to produce crystals, the freezing being at a regulated rate to effect the production of a product characterized by the major portion thereof consisting of crystals over 1/16 inch in length; then breaking the crystals and compressing them to form the block.

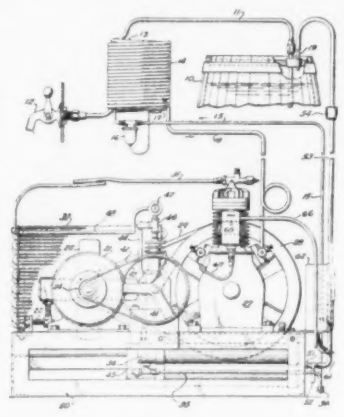
8. In combination, a source of liquid carbon dioxide under high pressure and means for controlling discharge thereof, a crystallizing chamber therefor capable of safely withstanding pressures substantially above the triple point of the liquid, a gas outlet and valve means for adjusting the same to impose desired back pressures near the triple point in said crystallizing chamber, a removable closure through which the crystallized products may be withdrawn, means for vacuumizing said chamber and a piston for subjecting the crystals to high pressure in said chamber.

1,927,175. HYDRATED SOLID CARBON DIOXIDE AND METHOD OF MAKING THE SAME. Walter S. Josephson, Brooklyn, N. Y., assignor to Dryice Corp. of America, New York, N. Y., a Corporation of Delaware. Application Oct. 16, 1929. Serial No. 399,911. 8 Claims. (Cl. 62—91.5.)

1. As an article of manufacture hydrated solid carbon dioxide containing more than 1 per cent of water.

1,927,273. LIQUID REFRIGERATING AND DISPENSING SYSTEM. Joseph Askin, Buffalo, N. Y., assignor to Fedders Mfg. Co., Inc., Buffalo, N. Y. Application April 1, 1933. Serial No. 663,970. 8 Claims. (Cl. 62—141.)

1. The combination with a beverage cooling and dispensing system including a refrigerant expander and a beverage coil in heat exchange relationship therewith, a source of beverage disposed at a lower point than the said coils, and a conduit

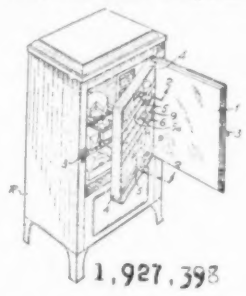


1,927,273

for leading beverage from said source to said beverage coil, of means for supplying refrigerating fluid to said refrigerant expander and fluid pressure to said beverage source, said means comprising a compressor for refrigerant, a conduit extending from the compressor to said expander, a motor for driving said compressor, means responsive to the condition of refrigerant in said refrigerant expander for operating said motor and thereby controlling the delivery of refrigerant to said expander, an air pump, a conduit leading from the discharge side of said air pump to said beverage source to apply fluid pressure to beverage contained therein, and a driving connection between said motor and said air pump, whereby the operation of the air pump is governed by the thermal condition in said refrigerant coil.

1,927,398. REFRIGERATOR DOOR. Harold A. Glasser, Jackson Heights, N. Y. Application Jan. 7, 1933. Serial No. 650,675. 4 Claims. (Cl. 62—89.)

1. An iceless refrigerator having a main compartment which is provided with an outer door, said main compartment hav-



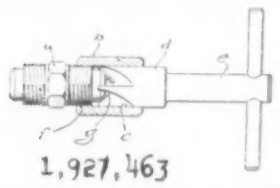
ing cooling means in the upper part thereof, and a box-like member having a back which is surrounded by a peripheral flange, said box-like member being turnably mounted by a hinge which is located adjacent the inner surface of said outer door, and means located so as to provide a circulation of refrigerated air between said box-like member and said main compartment.

1,927,451. COMPRESSION COUPLING. August C. Dobrick, Chicago, Ill., assignor to The Imperial Brass Mfg. Co., Chicago, Ill., a Corporation of Illinois. Application July 26, 1929. Serial No. 381,161. 2 Claims. (Cl. 285—166.)

1. As a new and useful article of manufacture, an externally-threaded male member adapted to be screwed into a female member having an internal set of threads and an internal annular distorting shoulder, and having an annular recess in its inner end, and a tapered sleeve having at its outer end an annular flange adapted to enter and fill the annular recess and be positioned thereby for shipment and assembly, and so that the tapered end can be forced against the distorting shoulder of the female member in a straight-line movement by screwing the male member in place.

1,927,463. REFACING TOOL FOR THREADED MEMBERS. Robert D. McIntosh, River Forest, Ill., assignor to The Imperial Brass Mfg. Co., Chicago, Ill., a Corporation of Illinois. Application July 26, 1929. Serial No. 381,126. 4 Claims. (Cl. 90—12.5.)

1. In refacing apparatus, the combination with a cup having a cylindrical interior and its bottom perforated by a



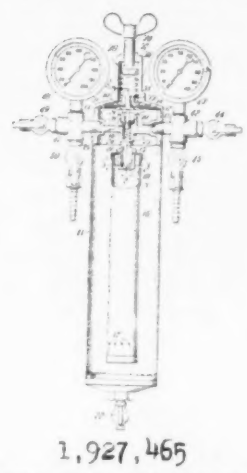
threaded aperture, of a facing tool adapted to cooperate therewith and consisting of a body portion having at one end a handle and at the other a cylindrical portion adapted to fit in the cylindrical interior of the cup and terminating in cutting teeth.

1,927,464. COMPRESSION COUPLING. Robert D. McIntosh, River Forest, Ill., assignor to The Imperial Brass Mfg. Co., Chicago, Ill., a Corporation of Illinois. Application Aug. 4, 1930. Serial No. 472,978. 6 Claims. (Cl. 285—166.)

1. As a new and useful article of manufacture, a male tube coupling member having three portions; one by which it is adapted to be turned; another a threaded portion; and finally a portion acutely tapered to cooperate with the distorting shoulder on a female member when applied thereto, said acutely tapered portion being connected to the threaded portion by a fragile portion adapted to be broken during said application, there being an internal annular groove formed where the acutely tapered portion is connected to the threaded portion, which groove prevents any fin that may be formed by the breaking from reaching the tube to be coupled and cutting it as the threaded portion is rotated after the tapered portion has been broken off.

1,927,465. AIR CONDITIONING APPARATUS. Robert D. McIntosh, River Forest, Ill., assignor to The Imperial Brass Mfg. Co., Chicago, Ill., a Corporation of Illinois. Application Jan. 5, 1931. Serial No. 508,851. 6 Claims. (Cl. 183—92.)

1. In an apparatus of the class described, the combination with a filter for removing oil and water from air, having an



inlet thereto and a preferably cylindrical casing to which the air is delivered after the oil and water have been removed, of a pressure regulator located on said casing having a branched inlet passage, one branch leading directly from said casing and the other through the regulating valve, so that filtered air under two pressures is delivered therefrom.

1,927,510. COOLING UNIT FOR REFRIGERATING APPARATUS. Frank R. West, Detroit, Mich. Application Oct. 8, 1926. Serial No. 140,254. 13 Claims. (Cl. 62—126.)

1. A cooling unit for a refrigerating system comprising a relatively flat and hollow L-shaped shell, the one leg of the L forming a header for conducting the evaporated gases therefrom.

1,927,593. AIR CONDITIONER. Paul Mohler, Seattle, Wash. Application Dec. 16, 1930. Serial No. 502,687. 10 Claims. (Cl. 261—103.)

1. In an air conditioner, a conditioner member of flexible absorbent material and of honey comb construction affording a plurality of air passageways of substantially square cross section disposed with their walls at an incline of substantially 45 degrees relative to the horizontal means for supplying water to the top of said conditioner unit whereby gravity and capillary attraction will tend to cause said water to travel down said inclined walls of said passageways to maintain said walls in moistened condition and means for passing air which is to be conditioned through said passageways.

1,927,607. AIR CONDITIONER. Fred Hands, Oak Park, Ill. Application Sept. 13, 1930. Serial No. 481,785. 1 Claim. (Cl. 261—92.)

An air-conditioner comprising a chamber having an inlet for the air to be operated on, a chamber below said first-named chamber in communication therewith and having an outlet for the conditioned air, means in said first-named chamber for treating the air to the action of water, a blower in said lower chamber for producing air flow therein, said first-named chamber containing an opening in front of said means and in communication with said second chamber, and means for controlling said last-named opening.

REISSUE

18,953. LIQUID COOLER. George W. Williams, Oak Park, Ill., assignor to The Creamery Package Mfg. Co., Chicago, Ill., a Corporation of Illinois. Original No. 1,821,489, dated Sept. 1, 1931, Serial No. 512,013, Jan. 29, 1931. Application for reissue June 10, 1932. Serial No. 616,563. 6 Claims. (Cl. 257—183.)

1, In a cooler having a series of tubes arranged in vertically spaced relation and adapted for the flow thereover of liquid, the combination therewith of flow diverting members mounted one above another about the respective tubes, said members having narrow upper edges and downwardly divergent lateral surfaces whereby liquid flowing downwardly over the surfaces of said tubes at either side of said members is prevented from passing to the other side of said members.

GOVERNMENT ISSUES LIST OF SOLID CO-2 PATENTS

WASHINGTON, D. C.—V. A. Pease of the food research division of the Bureau of Chemistry and Soils here has prepared a mimeographed list of patents issued in the United States, Germany, England, France, and Switzerland of patents pertaining to apparatus and methods for the preparation and use of solid carbon dioxide.

Foreign lists are not intended to be complete, Mr. Pease states, but are merely offered to indicate the development of the industry in those countries. The list contains slightly more than 200 patent numbers, with dates of issuance, name of patentees, and subjects.

WALSH MANAGES DETROIT KELVINATOR BRANCH

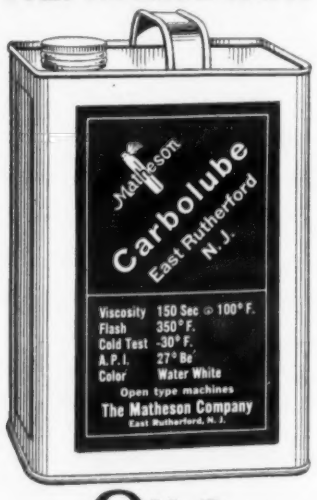
DETROIT—R. W. Walsh, for the past two and a half years assistant manager of the Detroit sales branch of Kelvinator Corp., has been named branch manager, according to W. R. Crosett, Kelvinator manager of branches.

Mr. Walsh succeeds Godfrey Strelinger, who has been promoted to the position of sales manager of the Leonard Refrigerator Co.

NORGE TRUCK IN PARADE

WAUWATOSA, Wis.—Wegner Hardware Co., Norge dealer in this Milwaukee suburb, had a float in the parades held here recently in connection with national conventions of the Elks and Veterans of Foreign Wars. Cab of the truck was modeled to resemble a Norge refrigerator cabinet.

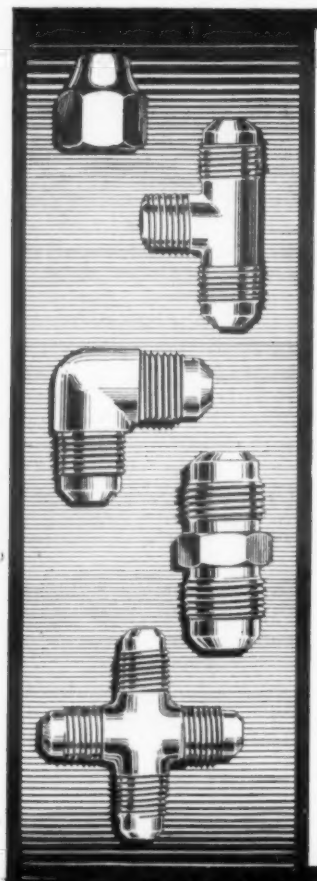
Testing Service
for Domestic and Commercial Electric Refrigeration
Testing and experimental laboratory service for Manufacturer, Distributor, Central Station. Test data exclusive property of client
Electrical Testing Laboratories
80th St. & East End Ave.
New York

The Matheson Co
East Rutherford, N.J.
REFRIGERATOR


— OILS —

PATENTS
Searches, Reports, Opinions by a Specialist in REFRIGERATION
H. R. VAN DEVENTER
Solicitor of Patents - Refrigeration Engineer
342 MADISON AVE. NEW YORK

PUREST SULPHUR DIOXIDE
Extra dry
ESOTOO
VIRGINIA SMELTING CO.
WEST NORFOLK, VA.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PIPE AND TUBE FITTINGS
EVERY SEAT UNIFORM
COMMONWEALTH Brass Seepage Proof Fittings are machined so carefully (to S. A. E. No. 3 standard) that threads make-up much closer than ordinary fittings.
Each tube seat is a perfect duplicate of its brother and is protected from marring, nicking or scarring during shipment by a cardboard ferrule which insures the safe delivery of every piece.
There are definite reasons for the preference given, during 20 years, to Commonwealth Fittings.
In addition to complete line of standard fittings we will gladly quote on pieces of a special nature.
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MODERN CABINET DESIGN
Demands Massive, Deep Drawn Steel Stampings
Give yourself complete freedom in designing refrigerator cabinets with massive, deep drawn stampings that add beauty and new features to meet modern trends. Our enormous equipment produces large, uniform, completely press-formed shapes of accurate dimensions at low cost. We specialize on tops, doors, side panels, door liners, etc. — ready for assembly with other parts fabricated in your plant. Now serving several leading manufacturers.
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MANUFACTURERS SPECIALIZING IN SERVICE

TO THE REFRIGERATION INDUSTRY

"RAPIER-LIKE"

That describes the quick thrust and withdrawal of heat when a PEERLESS FIN COIL is used.

Because the coil is constructed of aluminum fins, with no heavy, solder-encrusted return bends—there is no MASS of metal to cool before cooling the box—and no MASS of metal to warm up before fins can defrost.

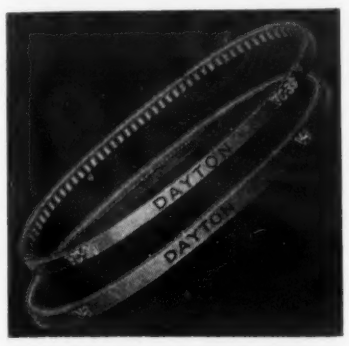
Quick Cooling — Quick Defrosting — that is why

PEERLESS FIN COILS

are uniformly successful in all sections of the country.

Send for catalog!

PEERLESS ICE MACHINE CO., 515 W. 35th St., Chicago, Ill.



Dayton V-Belts

For all makes and types of refrigerators. There is a stock near you. Ask for price list and name of your nearest distributor.

THE DAYTON RUBBER MFG. CO.
Dayton, Ohio
The World's Largest Manufacturer of V-Belts

ICE CUBES THE MODERN WAY

Flexible rubber trays for all types and makes of mechanical refrigerators. Also flexible rubber grids for all metal trays.

See your distributor—the maker of the refrigerator you sell—or write for money-making facts to The Inland Manufacturing Company, Dayton, Ohio.

Flexo Trays • Flexo Grids

KRAMER DOMESTIC

QUICK FREEZ EVAPORATORS

all copper!

Continuous Tube Design

FIVE STOCK MODELS — FROM TWO TO FIVE TRAYS.

(Write for Catalog)

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THE TRADEMARK OF FOUR

PACE SETTERS

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SUR-E-FEX	Fin Coils
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HUM-E-FEX	Non-Dehydrating Coils
SAN-E-FEX	Air-Conditioning Units

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REFRIGERATION APPLIANCES, INC.

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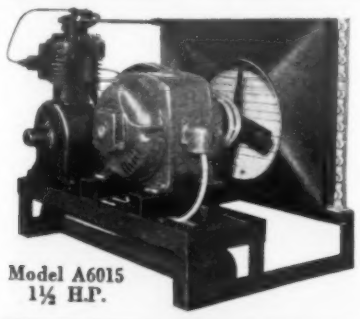

Model A6015
1½ H.P.

PARKER MANUFACTURING CO.

REFRIGERATION UNITS — 1-6 to 5 H.P.

AMMONIA - METHYL
SO² - FREON

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2625 Santa Fe Ave., Los Angeles, Calif.

DETROIT LUBRICATOR COMPANY
TRUMBULL, LINCOLN, MARQUETTE & VIADUCT
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Manufacturers of "Genuine Detroit" Automatic and Thermostatic Expansion Valves, American Cube-makers, American Refrigeration Sections, Automatic Controls for Temperature and Pressure, Electric Valves for Refrigerant and Water Control, Thermostats, Humidistats and complete controls for Air Conditioning.

Descriptive literature gladly sent upon request

Division of
AMERICAN RADIATOR & STANDARD SANITARY CORPORATION

QUESTIONS

F-12

No. 1378 (Manufacturer, California)—"Will you kindly advise us of various sources of supply on F-12 gas?"

Answer—F-12 is manufactured and sold by Kinetic Chemicals, Inc., Tenth and Market Sts., Wilmington, Del. If just a small supply of this refrigerant is required, you can get it in your own city from Refrigeration Service, Inc., 3109 Beverly Blvd., Los Angeles, Calif.

Refrigerant Chart

No. 1379 (Manufacturer, Pennsylvania)—"On the last page of your Sept. 13 issue we note a 'Refrigerant Chart,' copyrighted by A. A. McCormack of Dayton, Ohio. If you will give the address of Mr. McCormack, we should like to inquire as to what a dozen of these charts would cost?"

Answer—2305 Emerson Ave., Dayton, Ohio.

Ice Cream Freezers and Beverage Coolers

No. 1380 (Sales Agent, Mexico)—"Please send me the addresses of some companies making automatic refrigeration equipment for the manufacture and sale of ice creams and refreshments."

Answer—Pages 257 and 258 of the REFRIGERATION DIRECTORY and MARKET DATA BOOK list all known makers of ice cream freezers. Manufacturers of beverage coolers are listed on pages 195 to 197.

Gas Refrigeration Sales

No. 1381 (New York)—"Can you send us either monthly or yearly figures on the number of gas refrigerators marketed or produced from 1919 to date? If not, will you be good enough to tell us a possible source of such information?"

Answer—Try F. E. Sellman, vice president in charge of sales, Electrolux Refrigerator Sales Co., 51 E. 42nd St., New York City.

Magnet for Lifting Float Valves

No. 1382 (Service Company, Iowa)—"Could you tell me where to buy an electric magnet such as is used for lifting stuck float valves of high side float systems?"

Answer—These magnets are furnished by Westinghouse, Majestic, and possibly two or three other large manufacturers of high side float systems for use by their own service men. We suggest that you direct your inquiry to the manufacturer of the machine which requires this float-lifting operation.

Independent Service Companies

No. 1383 (Manufacturer, Missouri)—"In your issue of Jan. 25, 1933, appears a directory of independent service companies. Is this the latest directory, or have you published a later list?"

Answer—Additions and corrections to the Jan. 25 list were published on page 15 of the April 5 issue of the NEWS.

Refrigerator Cabinet Lights

No. 1384 (Manufacturer, Canada)—"Will you be good enough to give us the names of companies making interior lights for household refrigerators. The light I have in mind is one enclosed in a wire guard which is mounted at the top of the refrigerator, with a push-switch which throws on the light when the door is opened. I have seen some of these described in your paper, but have been unable to locate any advertisements of them."

Answer—These are available from Cutler-Hammer, Inc., 15 N. 12th St., Milwaukee, Wis., or Arrow, Hart & Hegeman Electric Co., Hartford, Conn.

'Koldaire Lifetime' Refrigerator

No. 1385 (New York)—"I will appreciate any information as to what company manufactures the refrigeration unit whose nameplate has the following inscription: 'Koldaire Lifetime Refrigerator.' The cabinet is made by Seeger, and has a capacity of 3.7 cu. ft."

Answer—We have no record of this refrigerator. Anyone with information about it is asked to advise the editorial department of ELECTRIC REFRIGERATION NEWS.

Compressor Seal-Lapping Jig

No. 1386 (Florida)—"Please advise where we can purchase a power-driven automatic compressor seal-lapping jig."

Answer—This equipment is usually built to special order by the larger refrigeration service supply houses or by local machinery manufacturers. In Detroit, for instance, the Mohawk Mfg. Co., 710 St. Antoine St. has made up a number of such machines for local service companies.

You might also inquire of the Chicago Refrigeration Service Co., 360 E. Grand Ave., Chicago, Ill., or the Refrigerator Parts Co., 2021 S. Michigan Ave., Chicago, Ill.

License Fees for Service Men

No. 1387 (Pennsylvania)—"I have been appointed by a group of refrigeration service men to seek some information concerning codes and ordinances in regards to licenses and license fees. What cities require licenses for service men, and what are the fees?"

Answer—We understand that New York and Chicago require refrigeration service men to take out a city license, and pay a fee to the city. In New York the licenses are issued by the New York Fire Department, while in Chicago they are issued by the Department of Gas and Electricity. For the amount of fee, write to these departments for copies of these codes.

EXPLAINS EFFECT OF NRA ON DIRECT MAIL

(Concluded from Page 13, Column 5)

ket analysis should be turned before the barrage of advertising and selling is commenced. There are many, many more questions of equal importance which you, as sellers or as seliers' assistants, must solve before the effects of the NRA become fully realized.

"There is another important effect which the NRA will produce and which relates vitally to the province of direct mail, viz., changes in sales policies due to the diminution in the importance of price appeal. Here there is a directly traceable impetus from requirements of the NRA on pricing policies allowed in codes.

"Briefly, with the exception of certain natural resource industries, the extent to which industries are now allowed to fix prices is comprised in two provisions:

"(1) That an industry may set up and enforce the use of a standard cost accounting system approved by the NRA.

"(2) That no seller may sell below his own costs as determined by the cost accounting system.

Stop Price Slashing

"The main purpose of these provisions, and their probable result, is to stop predatory price slashing. No one pretends to state that they will prevent price differentials. The NRA does not propose to eliminate fair competition based on natural or merited advantages; it *does* propose to eradicate the price gypper.

"Before I examine in detail the effect on direct mail, however, let us glance at the place of advertising generally under the revised scheme of sales factors. Can we predict any widespread effects which may later be applied specifically to direct mail?

"It is safe to state that there will be a large increase in all advertising, firstly because it is abnormally low in volume now, and secondly because it will be necessary to tell this revised sales story of quality and service in addition to the hackneyed theme of price.

"Secondly, advertising will change in both appeal and kind, due to the shifts in market values. Copy standards may change in order to reach these new markets with the most productive message. Pictorial and cartoon advertising may increase as the best means of reaching the lower-bracket markets. One-syllable words may become more popular.

"Examining the specific situation that confronts mail advertising, one of the first striking developments is the increased cost of materials and labor which will result in higher prices. These will be passed on to the advertiser and eventually to the consumer, *if* they can be.

"The question arises of how far advertising appropriations can stand increased prices, and whether they will be increased proportionately. If, as I have suggested, increased appropriations are needed to tell the new story of quality and service to the public, this point would seem to be largely that advertising has a job to do in evaluating the new markets and adopting itself to them.

"Geographical markets have changed due to a shifting of population in the last four years. Readers' buying power and buying habits will have switched materially. Living standards will not be the same in 1934 as they were in 1932 or 1929.

"Even the Census of Distribution will lose much of its usefulness as a guide to purchasing power under the coming shifts of market values. Media research will take on increased importance due to these changed conditions.

CLASSIFIED

PAYMENT in advance is required for advertising in this column.

RATES: Fifty words or less, one insertion $2.00, additional words four cents each. Three insertions $5.00, additional words ten cents each.

POSITIONS WANTED

YOUNG MAN desires position with manufacturer of commercial, industrial or domestic refrigeration units or equipment. Extensive experience in all phases of refrigeration, including production, servicing, experimental engineering, and designing. Have designed simplified rotary hermetic compressor eliminating unloader, valves, etc. Salary of $125.00 month expected. References. Box 591.

EXPERIENCED SALES EXECUTIVE thoroughly familiar with all phases of sales organization, sales promotion and distribution practices of electrical specialties. Hard worker with pleasing personality, available now for a connection with aggressive manufacturer or distributor who wants a competent sales manager to further expand his channels of distribution. Box 592.

PLANT FOR SALE

FOR SALE—Manufacturing plant located in the heart of New England. Strategic shipping point. Modern metal and woodworking equipment including straight line production facilities for the manufacture of electric refrigerator cabinets or other products. Favorable labor conditions. At present owned and being operated by an Estate which is desirous of liquidating. Inquiries should be directed to Box 590 care of Electric Refrigeration News, 550 Maccabees Building, Detroit, Mich.

INDEPENDENT SERVICE COMPANIES

HALECTRIC Thermostat repair service, Ranco, B & B, Two dollars each, one year guarantee, prompt service. Halectric Laboratory. 1793 Lakeview Road, Cleveland, Ohio.

Trained Men Available

When in need of practical, trained shop mechanics, installation or service men, patronize this FREE Placement Bureau. We have competent, trained graduates available in every locality, to meet your requirements. With or without experience. No charge to the men or to you. Write, phone or wire.

Utilities Engineering Institute
Placement Division
Wells at Kinzie Street, Chicago

ASK FOR ALCO VALVES

PIONEERS— *in the manufacturing of automatic control valves for refrigeration.* Bulletins on request. Alco Valve Co., Inc. St. Louis, Mo.

How to ... at Lower COSTS! precision built SHAFTS save money on Motor, Transmission, Crank, Eccentric and Compressor Shafts: Send us your blue prints, we will send you our prices. Write today. MODERN MACHINE WORKS 156 N. Milw. St., Milwaukee, Wis.

"Trick" Signs

Probably you have seen hundreds tacked up on office walls — clever sayings written and printed by some novelty house. Usually a new crop every season. Years ago one of these, *just one,* was hung on our walls—and it stayed — it says "*The most profitable idea in business is that of pleasing the customer.*" Consciously or unconsciously it has become the inflexible guide of our conduct. Sealed or Open. Large stocks.

NRA WE DO OUR PART

WOLVERINE TUBE CO., 1491 Central Avenue, Detroit, Mich., Sales Offices in 29 cities. Export Dept., H. M. Robins Co., 120 Madison Ave., Detroit. Dehydrated "W" Immediate delivery.

WOLVERINE

Seamless Copper Tubing

For Refrigeration